

# STOP THE ROCK

*How To Make And Keep A Six Or Seven Figure Income For The Last Time, Even If It's Your First Time!*



**SCOTT BOULCH**

# Disclaimer

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This document is meant to be the closest thing I can have to a personal conversation with you. It is not intended to be a perfect grammatically correct, error free, politically correct, stuffy white paper. Please read this book for content and not context. If there are any diehard grade school teacher types out there that feel the need to email me and point out every little mistake, please don't bother! Being grammatically correct never made me one dime! I hope that if you get just one good insight from Stop The Rock then it will be worth your time reading it, errors and all! Hey have you heard the one about the Editor that made a million dollars? No? Neither have I!

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## Introduction: One Night In Budapest...

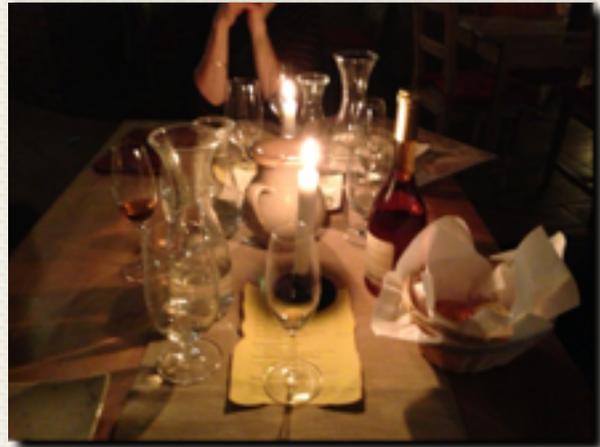


6 a.m., Budapest, Hungary. Sitting on the runway about to take off on a quick two-hour flight to Frankfurt, Germany, then a fourteen-hour connecting flight back to Dallas, Texas. It's going to be a long day in the air and the perfect day to start writing Stop the Rock!

Budapest, Hungary, and last month, Gothenburg, Sweden. Nine months ago there was no way in hell you could have convinced me that I would be traveling all over Europe, and that my life's course would be so radically and positively changed in such a short time.

My last night in Budapest was spent with three new friends sitting around a small candlelit wooden table sipping wines from all over Hungary.

There we were sitting in a wine cellar built into a former dungeon sixty feet and several winding staircases under a Buda castle that was first built in the year 1265.



One was an entrepreneur that I had made friends with a month ago in Sweden who was lamenting the fact that he was only making just over million dollars a year in personal net income when he knew he could be making so much more.

The other two were a couple, a doctor who holds three medical degrees and his wife, also a doctor whose background is focused on natural medicine. Both were major entrepreneurs in their own fields and, unlike many in the medical profession, they also had created massive personal net incomes.

We discussed the past, the future and how we all fit into this unique situation and point in time we found ourselves in at that very moment.

We all knew something amazing was about to happen for the first time in the history of entrepreneurship. Something very old and something very new were about to be combined in a kind of entrepreneurship alchemy that would result in the creation of something that had never existed before.



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Just two days before, I was speaking on stage in an old converted manufacturing plant to over a thousand entrepreneurs from all over Hungary, Slovakia, Slovenia, the Czech Republic, Serbia, Croatia, and Romania.

Of course I didn't speak any of those languages, but even through a bank of translator booths that looked like a meeting at the United Nations, the crowd reacted, and realized that they too were witnessing a new revolution in entrepreneurship alchemy.

Alchemy, simply put, is the combination of one or more elements that once combined, creates something new and amazing. That night before we left Budapest, we all knew that we were about to turn lead into gold!

In a way I shouldn't be surprised that I found myself wine-tasting sixty feet beneath a castle in Budapest... something you just don't think you'll be doing during an average day.

My life has been anything but average and I've been following these kinds of rabbit holes as far and as deep as they go my entire adult life.

The entrepreneur's journey I have been on since 1987 began one day when I walked into a man's office where the team was about to watch a satellite broadcast.

I was invited to watch it along with them and that's when I stumbled on something amazing that changed the direction of my life forever. But I'll get to that shortly..



We each left the castle that night to go back to our hotels and respective countries the next day realizing two industries were about to change forever!

# Rocking & Rolling

# 1: Welcome to “Stop The Rock”



Hi, I'm Scott Boulch and I'm a serial entrepreneur!

Sounds kinda like the opening at an AA meeting, doesn't it?

I guess I should say that I am a recovering serial entrepreneur.

You see, for over twenty-five years now I have been focused on a single mission: To create a massive personal net income that would allow me to live a life less ordinary.

And I have succeeded, multiple times. The fact that I was forced to succeed more than once is also my failure.

During that twenty-five year journey I was missing one key distinction. You see, I was able to create a massive personal net income, over and over again!

In fact I have been able to teach my customers, students and coaching clients exactly how to create massive personal net incomes for themselves many who have gone on to create six and seven-figure incomes based on the exact steps I taught them.





Just like I did for my friend Larry.

I met Larry several years ago and he was one of my first customers and coaching clients.

Larry followed a specific plan and within a very short time was making more than the top half of 1 percent of all income earners.

And he did this in retirement at age 68

Click Here to Listen to Larry's Story==> <http://www.stoptherock.com/str/1>

There's only one problem: Income was only part of my mission and even though I got very good at creating income and teaching others to do the same, it wasn't until just recently that I learned how to create a life less ordinary.

Before you finish reading this book, I will show YOU exactly how to create a six- or seven-figure income for yourself, and I will show you how to create a life less ordinary in the process!

In fact, I'm not just going to show you how.

Together with a small dream team of top entrepreneurs I have assembled, we will not only show you how to create it, we will also directly help you create it, and commit to working with you until you have both the income and the lifestyle you desire for yourself.

And don't worry, you won't have to pay us a dime in the process!

Don't get me wrong – we will be paid, but not by you.

A third party has agreed to pay us, and pay us very well, to help you get to the top and stay there.



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We will get into details on how that works later in the book when we talk about your specific game plan.

You will also learn how you can get access to a simple to use but incredibly powerful breakthrough technology that will allow you to earn significant income without sacrificing lifestyle.

Possibly the best reason to read Stop the Rock is the ability it gives you to skip the twenty-five-year learning curve it took me to discover the solution you are about to learn.

Regardless of your past successes or failures, if you have an entrepreneurial bone in your body, or have ever wanted to take control of your own income and lifestyle and design how you want to live each day for the rest of your life, then come along with me as I show you a life less ordinary.

*"Sleep At Your Own Risk"*

*Scott Boulch*

## 2: Stop Starting Over

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So you may be thinking, “What the heck is Stop the Rock?”

Stop the Rock is a metaphor for the cure to serial entrepreneurship!

Let me explain...

In Greek mythology, Sisyphus was a king of Ephyra (now known as Corinth) who betrayed Zeus, the king of the Greek gods.

Zeus damned Sisyphus to his own personal hell where he was compelled to roll an immense boulder up a mountain, only to watch it roll back down, and to repeat this action for eternity!

Metaphorically speaking, serial entrepreneurs are damned to their own form of Sisyphian hell.

Some have never made money; they have never been able to get the rock up the mountain.

Some have made money, created success and reached the top of the mountain only to see their business eventually fail and watch as the rock rolled right back down the mountain.

Stop the Rock will teach you why some never achieve success, and why those that do often have to start over, reinventing themselves over and over again until they become burned out and stop pushing.

Most important, Stop the Rock will show you a specific strategy to make a six- or even seven-figure income, how to get the rock up the mountain, and this time, even if it's your first time, keep it there!

I have designed Stop the Rock to be interactive, and will be giving you links to online resources, audio recordings and videos throughout the book so you cannot only read it but also experience it with me.



Here is a video that demonstrates the frustration that Sisyphus and that serial entrepreneurs face.



Click Here to Watch the Video ==> <http://www.stoptherock.com/str/2>

Have you ever felt like Sisyphus? I know that until recently I spent most of my entrepreneurial career rolling the rock up the mountain, only to watch it roll down again a few years, months, or sadly, even seven hours later!

Serial entrepreneurs...

I've been one in the past.

I spent the early years of my entrepreneurial career just trying to get the rock up the mountain and make significant income for the first time.

Then, finally I started having serial successes, and they were huge!

I learned how to roll that boulder up the mountain and create \$5,000, \$10,000, \$20,000, \$50,000 and even \$80,000 per month incomes!



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I've created multi million-dollar businesses more than once and I became so good at pushing rocks I was even able to create over \$205,000 dollars of income in a single day!

But I could never seem to keep the rock from rolling right back down the mountain.

Unfortunately it wasn't until recently that I learned a specific strategy to create a six or seven figure personal net income then keep it without having to start over every few years!

I've failed then succeeded then failed more times than I care to remember and I will share a few of those failures and temporary successes with you in this book!

The bottom line is if you succeed, and find a way to maintain that success there is no need to start over or be a serial entrepreneur ever again!

And I have found it!

That is what Stop the Rock is all about.

Listen, being in your own business and making a fortune is not easy.

The cold hard truth is most people never make it; they never get the rock up the mountain in the first place.

The small percentage that do get their business off the ground are often crushed by the rock as it rolls back down the mountain, many times ruining their financial and personal lives in the process.

The trick is getting the rock up the mountain and keeping it there.

And don't get me wrong, even though a small percentage achieve success, it's not the percentage you need to worry about. It's just being one of the ones that fall into that small "make it and keep it" category!

And there are specific things you can do today that will put you and keep you in that small percentage.

This is exactly why I'm writing this book and exactly what I'm about to share with you.



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So if you are reading this and you have yet to make your first fortune, congratulations, the information in Stop the Rock will save you years of heartache and frustration.

If you fall into this category you are actually one of the lucky ones because when you learn and understand the lessons I'm about to share with you, then you can skip past the cycle of success followed by failure and just start on your first and more importantly final trip up the mountain.

And for those of you like me, that have succeeded then been crushed by the rock on its way back down the mountain, take heart: this time will be your last time up the mountain and this time you will be staying on top!

In Stop the Rock I will be slaughtering some sacred cows and exposing the dark side of entrepreneurship, as well as teaching you a specific plan to make and keep a six- or seven-figure income.

Tony Robbins says "Success leaves clues" and it's by following a series of clues and coincidences throughout my life that I discovered the way to make my last trip up the mountain. Who knows, this book may be the clue that changes your life's path.

I'm also a realist, and I realize this book will change a few peoples lives for the better. For some it will help them avoid the pitfalls along the way to their first success and lead to the creation of personal fortunes for a few more.

I also realize that statistically, 80 percent of the people reading this paragraph will never finish the book all the way to the end.

Sadly, that's one of nature's great natural selection processes for making money.

You have to be open to it, you have to follow the clues and you have to put in the work, even if the work in this case is just finishing this book!

But work is not enough, as we will soon see.

For the few that are fortunate enough to have found this information and grasp the main lessons, it will be well worth the read and If I can help just a few entrepreneurs Stop the Rock then my job will have been accomplished.



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If you are, have been or hope to be an entrepreneur, this book can be a shortcut to wealth-building for you, as well as a cautionary tale to help you avoid some of the fatal detours that waste years of your life and cost many their entrepreneurial career.

The kind of fatal detours that cause many would-be entrepreneurs to burn out from a string of failures long before they reach any kind of significant income.

This book may also save a few more that suffer something even worse than never having made it as an entrepreneur: those that create huge incomes then lose them, over and over and over again in some modern-day form of a Sisyphian nightmare!

Now let me get personal for a second...

The solutions I am offering in this book are logical, and based on my personal experience, my personal failures and successes well as the experience of hundreds and hundreds of my customers, my coaching clients, my friends, and my high-level mastermind partners who all have the same goal - getting and keeping the rock on top of the mountain.

To be completely transparent, until recently, I've been in the group that has made and lost fortunes and just started over, and over, and over again.

I had almost convinced myself that this was the way it was supposed to be for entrepreneurs... a struggle but at least a better form of struggle than a job...

And it's not just me!

I have had literally dozens of conversations over the last year with "successful" entrepreneurs whose incomes range from a hundred thousand a year all the way up to fifteen million a year and do you know what the main theme of the conversation has been?

They are all TIRED!

They are tired of starting over and recreating themselves every few years and they are tired of spending the majority of their life creating income instead of living life!



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None of them had created the life less ordinary that we all seem to have had as a common goal when we began this journey.

Thank God I was wrong in thinking starting over was just part of the game and thank God for that random email and Skype message from Dubai that came a year ago in the middle of the night... But I'm getting ahead of myself!

Hindsight is 20/20 and as I look back it's almost obvious where I have gone wrong in the past. Even more obvious to me now is the solution.

In the first section of Stop the Rock I will share my personal experience, my successes and failures that were sometimes comical but more often than not were hard and expensive lessons learned on my way up the mountain the first few times.

Next I will share things that you will never hear at a seminar, in an opportunity meeting, from any self-help guru, on any sales page, or find in any promotional video.

I will share the truth about what's behind the curtain and why some entrepreneurs who appear successful are miserable and always seem to have the wolf at the door financially regardless of the amount of money they earn and at the same time have no personal life to speak of.

Finally I will lay out a logical plan for you to roll the rock up the mountain and keep it there for good!

I will reveal a specific path that's been created by the convergence of multiple industries into one, in combination with some breakthrough technology and how you can take advantage of this new entrepreneurial alchemy immediately regardless of your current level of success or income.

It's the path I'm on with a small team of some of the brightest entrepreneurs I have ever worked with, and I welcome you to join us on this most interesting journey!

Together, we will help you Stop the Rock, and create and keep a six- or seven-figure income for the last time... even if it's your first time!

**So let's get started!**

## 3: \$205,000 in Seven Hours



September 10, 2006, 8 a.m. Central Time. Launch Day!

The day was finally here... and sitting next to me was one of my best friends in the entire world, also named Scott.

I had invited him over to the house for the big day, and after months of work everything was ready.

Scott was responsible for me becoming an "Internet marketer" in the first place so I thought it was only fair that he should be the one to push the button.

And at exactly 8 a.m. Central Time, my friend Scott pushed the return key on my computer.

And like that old UPS commercial, bing! The first order came in. Bing bing, two more. Bing bing bing bing bing.... Five more, then it got ridiculous.

Thousand-dollar orders were coming in every few seconds!

Seven hours later and I had already made over \$205,000 and was growing by the minute! Then... with zero warning, I got crushed by the rock.

Sadly, this was not the first time!

The party I had planned for that night to celebrate included all of my close friends. Little did any of us know that what was supposed to be the day I got the rock to the top of the mountain, did not turn out to be a celebration at all.

I'm sure there are examples but I have never seen the rock get so far up the mountain only to come crashing down again in such a short period of time, but I must have been close to the record at seven hours!

That was it I thought that night, I'm done, finished, I'll just go back to being a corporate slave. By 2006 it had been 19 years since I started chasing this dream, and I was tired of being crushed!

But I knew quitting was not an option!

Something that happened to me twenty years before prevented me from ever quitting, so I grabbed the rock and started to push one more time...

## 4: It's Time to Leave Corporate America



I'll get back to September of 2006 in a minute, but first let me tell you how I got there...

Today if you asked me I would tell you that I am an Internet marketer but soon I will need to come up with a better description, one that doesn't exist yet because of the new business model that's just been created.

By combining two very different industries into this new entrepreneurial alchemy, there also needs to be a new title for this new profession.

Since 1988 I have been an entrepreneur. I have failed, succeeded and failed, and started over so many times I hate to even list them out for you. And I paid a heavy price for the privilege of calling myself an entrepreneur, but I never quit!

Had I quit, I never would have made it to the solution I have found to creating and keeping a six- or seven-figure income.

But to understand why I started down this path and how I was able to start over so many times without quitting, I need to go back to the beginning, back to 1987.

1987... the year after I graduated college was an interesting one.

My first job was selling copiers! Yuck!

I spent all day cold-calling face to face by walking into offices and trying to get past the gatekeeper to sell small-business owners a new copier.

If you are wondering, yes it sucked! Big time!

The one small advantage of this job was walking into literally hundreds of small businesses and getting to meet hundreds people who each made their living as an entrepreneur.

The big "corporate accounts" were reserved for the chosen few that survived their first few years as copier salespeople, so as a first-year rep I generated 100 percent of my income meeting small-business owners.

I learned two things very quickly:

First, copier sales sucked.



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And second, I hated working for other people.

I wanted my own business. I knew within just a few weeks that I was not cut out to work for other people and that being an entrepreneur and owning my own business was the only way I would ever be happy.

It came as a shock to my parents, after putting me through all those years of college, that within just a few weeks I was ready to throw in the towel and start out on my own.

It shouldn't have been a surprise to them; after all, they owned their own real estate company and were two of the most entrepreneurial people I have ever met.

But what kind of business was for me? How would I even begin to start? I had no money, no business skills, and no contacts.

Then one day, I walked into a small office inside one of those shared office complexes where a business owner could rent an individual office and share resources like conference rooms and receptionists.

I opened the door and unlike the usual greeting I was used to, they asked me to come on in and sit down. The six or so people in the office were waiting for a satellite broadcast to begin and were huddled around a television set.

They offered me a cup of coffee, invited me to watch the broadcast with them, and told me they would talk to me afterwards about whatever it was I was selling.

Anything was better than cold calling, so I took them up on the offer.

I sat down, had a cup of coffee, and from that day forward my life was changed forever.

What I saw taught me the first lesson of my entrepreneurial journey, that no matter what, I could "do it."

Here is a video recording of the now famous "Do It" speech, that out of sheer luck happened to be broadcast live for the first time the day I walked into that office.



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Just a heads up, the speech was given in front of the National Religious Broadcasters Association, but it has nothing to do with religion. Unless you consider the Coach an evangelist for making money!

If you have never seen or heard of the Coach, a man named Art Williams, then this is a clue. And the next few minutes could change your life, just like it changed mine back in 1987.

See if you can catch Art referring to the lesson of Stop the Rock about halfway through the speech.



Click Here to Watch the Video ==> <http://www.stoptherock.com/str/3>

To say that this speech changed me would be a massive understatement.

From that day forward any chance that I would be a corporate slave, just an employee with just a job sitting in some cubicle somewhere...was ruined forever.

I started down the rabbit hole that day and have followed it all the way to the end.



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What I found along the way has changed the way I think about money, changed the way I think about my career, changed the way I was willing to live my life each day and led to millions of dollars in income.

You see, sometimes, even if it seems as completely random as a walking in on a motivational broadcast to business owners, life leaves clues... and this was my first.

When you are open-minded enough to follow them, you will be amazed at the places they will lead you.

I had never seen anything like this. No other business I had ever walked into had any kind of energy or enthusiasm or motivation like this business did.

I still wondered what the hell I was looking at. What kind of business people would act this way?

All the other offices I walked in and out of all day were just a collection of miserable people who couldn't wait to get off work.

They were like zombies that had all the life sucked out of them, and then I walk in on this and see business people excited, motivated, making money, and yes... having fun!

Something was very wrong here. Something just didn't make sense and was drastically different with this company, and I had to know more.

I walked out of that office that day knowing two more things. First, that no matter what, I could "Do It" and second, that I would never quit until I did!

They didn't need a copier but they told me that I absolutely had to go meet a man named Lloyd Tomer and that I could find his office a few miles away. Then they gave me directions to an old abandoned grade school building.

Things were getting even more bizarre, but there was something here that was different from everything I thought I knew, and that told me that I was on the right track.

So I headed to Lloyd's "office!" and further down the rabbit hole!

## 5: Grade Schools and Jaguars



A few minutes later and a few miles away I pulled up to an abandoned grade school. I walked to the main entrance and sitting just outside the front door almost blocking the entrance was a brand new 1987 Jaguar.



I walked in the old grade school, found the principal's office and asked for Lloyd. His mom, not a secretary, was sitting behind the reception desk and walked me back to Lloyd's office.

For the next hour Lloyd Tomer tried to explain something to me that I couldn't fully understand. He said his "office" was necessary and that he had "purchased" a grade school that was no longer in use from the city so that he could host large events.

He walked me around and showed me the large meeting rooms, converted classrooms, and showed me the cafeteria where students used to eat that was now used for awards banquets. He tried as best he could to teach me what his business was but it didn't add up.

He said he was in the life insurance business, but I knew better. I'd been in dozens of life insurance agents' offices and they too were miserable. Not Lloyd!



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Just like the group I met during the satellite broadcast he was happy, excited about what he was doing and he was making more money than I could wrap my head around at the time.

At the end of our meeting he handed me a book that explained more about Art Williams and this strange new business, then he invited me back that weekend for one of his events.

As we walked past his Jaguar, he told me that if I could get a coin-operated copier there in time for his meeting that weekend he would buy one, but he couldn't lease it like most customers.

Lloyd told me he used to be broke and that his credit was bad so he would have to pay cash for the copier, just as he had to pay cash for the Jaguar!

After seeing the look on my face he explained that he was making several hundred thousand dollars a month in personal net income and that paying for a Jag or a copier in cash was no big deal.

There is another great quote that says, "A mind once expanded, can never contract to its original size."

My mind had just been blown up, not just expanded, and that night was the first of many sleepless nights spent laying awake, thinking about the future and the possibilities that I had stumbled on by accident.

The next several weeks were amazing. I got to know Lloyd. I attended the event that weekend even though I wasn't an insurance agent and honestly, I had no real idea why I was there in the first place.

What I saw that weekend was a grade school full of people like just like Lloyd, including the reps I met during the satellite broadcast and hundreds of reps that had flown into or who drove all the way to St. Louis from as far as 600 miles away.

The funny thing is that during the main presentations and the breakout sessions in each classroom, they weren't talking about insurance.



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The speakers were teaching reps how to grow a business, teaching personal development, goal setting, interpersonal skills, team building and a list of things that could be applied to any business – but none of them had anything to do with insurance.

After the event, Lloyd told me that I could meet Art Williams himself a few days later and invited me to go meet him. Art was about to hold a similar meeting in a small church literally in the middle of nowhere in a small rural town over three hours away from St. Louis.

A few days later, I found myself headed even deeper down the rabbit hole and driving the six-hour round trip to Macon Illinois to meet Art Williams.

Art was even more amazing in person and after meeting him and seeing him speak live that night, I slowly began to understand what was happening. Art was changing an industry!

Art had started his company AL Williams with a small team of thirteen entrepreneurs just a few years earlier.

Together they had created entrepreneurial alchemy and combined two things together into something that had never existed before.

They combined life insurance sales and network marketing and by doing so in just ten short years grew AL Williams to over a hundred billion dollars in sales!

That's 100 billion with a B!

The result was a company that was larger than New York Life and Prudential combined.

Art had changed an entire industry in just ten years - inside an industry that had been virtually the same for hundreds of years.

As a result, there were tens of thousands of AL Williams reps, just average ordinary people like Lloyd (one of Art's original thirteen) who had earned personal fortunes.



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As I said, until recently I would call myself an “Internet Marketer” and I’ve been making my money marketing products online for almost ten years. But remember, this was back in 1987, long before the Internet or anything to market online. There was no online!

It was long before real estate gurus combed the country selling how to get rich in real estate training courses, long before gurus taught methods to make fortunes by trading the markets, and long before the “make money from home” craze even started.

In 1987 there were only a few options to make money on your own if you were a recent college graduate that had no capital, no experience, no contacts, no specific skills and no business background.

But in Macon Illinois back in 1987 I found the first piece of a much larger puzzle that would eventually lead to my own entrepreneurial alchemy and the combination of two other businesses that would forever change an industry and create personal fortunes in the process.

I never joined A.L. Williams, but I did learn everything I could about this new “Network Marketing” industry!

What I found was a business model that allowed anyone regardless of their skills, background, age, sex, color, experience, financial situation, or previous career to make more money in a month than most people do in a year!

Stop the Rock is not about A.L. Williams, and it’s not about network marketing, but in the ten years following the “Do It” broadcast the lessons I learned led me to my first six-figure income and gave me the background that eventually led to millions of dollars in income!

In fact the experience I had between 1987 and 2006 allowed me to push a button on my keyboard that day in 2006 and make \$205,000 in just seven hours.

What happened during those years is important, and it sets the stage in order to understand the solution I’m about to show you.

**So... back to 1987. Here’s what happened next...**

## 6: Rolling the Rock For the First Time



As I said I never became a rep or joined A.L. Williams but to this day I thank Lloyd Tomer for showing me a world I never knew existed. I can't tell you how many times over the last 25 years I have watched that video of Art, and mustered up the will to roll the rock up the mountain one more time.

I did however eventually spend years as a network marketer, and even though this was long before the Internet, the skills I learned in that industry have paid off a thousand times over once I applied them to Internet marketing.

Before the year 2001 I was involved with network marketing off and on for 13 years and it's there that I learned to roll the rock up the hill for the very first time.

During that time I failed, started over, failed again, started over and eventually figured out what I was doing.

Then I settled in with one company, and over an eight-year period I built a strong six-figure passive recurring personal net income.

Life was good!

I had never earned anywhere near six figures a year prior to network marketing, and this was actually fun!

I worked about 6 hours a day at most from Monday to Thursday, then slept in on Fridays, packed a bag and headed out to spend every weekend on my boat and didn't return home until Monday morning.





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I lived in nice houses, took lots of vacations, traveled the country and met some amazing people who I still have close friendships with to this day.

By 1999 I was making over \$16,000 in personal net income per month and it was growing rapidly.

Remember 15 years ago in 1999, \$16,000 a month was a lot of money for a single guy in his early thirties.

In 1999 I was one of the top 100 reps and had the fastest growing organization in that company.

Based on the pace I was on my check would have reached somewhere around \$50,000 a month by the end of 1999.

Then after pouring eight years of my life into growing my business, the family that owned the company "sold out." They literally sold out, went public and made 43 million dollars on the day the shares opened on the market.

The new now publicly traded company started to fail almost immediately as the new owners tried to keep shareholders happy and made one bad decision after the next.

In less than 18 months the company crashed and my income plummeted from \$16,000 a month to \$1,600 a month.

The Rock had rolled right over me once again and this time I swore off the entire network marketing industry.

By 2001 I had lost my house, lost my boat wiped out my savings, and was forced to move into a 698-square-foot studio apartment.

As if things couldn't have been worse, I also lost the woman I was going to marry, I was unhealthy and 50 pounds overweight, and at one point I was two weeks away from being evicted.

Looking back...it was one of the best things that ever happened to me.

Lets just call these lessons, or clues.



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Sometimes what seems to be a negative event, or in this case a personal storm of epic proportions, turns out to be just the thing you need to shake things up and get to the next level and on to something bigger and even more lucrative...

And that's just what happened...

But I was about get squished by the rock a few more times before I was able to make any real income again.



## **911!**

We all remember where we were on 09/11/2001.

I would bet that most of you reading this were not only horrified by the events of that day, but in some way were affected personally and professionally.

That day I watched over and over again replays of the World Trade Center buildings collapsing and somehow I knew that this day also meant the end of my latest business venture.

Along with two friends from the now-crippled network marketing company, we started our own Internet business. It was a personal development education website and we were using a multi-tiered affiliate program to attract subscribers.

Although we had learned how to build websites, the only way we knew to grow a business and to get people to join our membership website was by using the word-of-mouth techniques we had learned in network marketing.

It worked! And it worked well!

We launched in August of 2001.

We had hundreds of subscribers within just the first few weeks and our new membership website was growing exponentially!

At \$19.95 per month, per subscriber, and at the rate it was growing each of us would quickly be back to the \$100,000-a-year income level!

Then on September 11th, the buildings came crashing down, and so did our new business.

People seemed to freeze in place for a few months, uncertain of their future or which way to turn. Instead of doing something, they just froze and did nothing!

Our affiliates stopped all promotion, and within sixty days we had lost our subscriber base.

Like a lot of people at the time I went into a deep depression and even though what I needed to do was get off my ass and get to work, I no longer had the energy or desire to roll any more rocks.



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I laid on the couch for months, staying up half the night just watching television, I just didn't care any more.

Once again however there was a bright spot in an otherwise dark time.

Even though our membership website collapsed, as we were building it we searched the Internet for an email autoresponder company that could create a built-in system for us.

After a random Google search we stumbled upon Royal Responder, and it's owner Todd Thompson.

Todd and I had a similar background in network marketing and both of us were in the process of leaving that industry and getting into Internet marketing at the same time.

Little did we know that years later this relationship would lead to massive income...

## **8: Homeless Man With Too Many Houses**



**Since I have no money, and since I'm nearly homeless, I guess I should go buy a bunch of houses!**

I'm not even exactly sure to this day what clue was dropped in front of me this time, but once again I found myself headed in a new direction.

One of the strange things about 911 was the sudden explosion of the real estate investment craze.

I believe owning a home and then becoming a real estate investor made people somehow feel more secure. And at the end of 2001 security was on people's minds big time.

I do remember that one of my friends from our former network company had started flipping houses. She was doing extremely well and invited me to the local real estate investors club monthly meeting.

Prior to 911, the monthly Dallas TX Real Estate Investors Association (REIA) meeting might have had 150 attendees, the night I went it had exploded to almost 1,000 and it was growing by hundreds each month.

My parents were real estate brokers, owned their own real estate company and back when I was in high school my dad and I actually flipped a few foreclosures.

Since then I had always been interested in real estate investing but it wasn't until 2001 that I really got the bug.

I started attending every real estate investor seminar I could and bought thousands of dollars of real estate investment courses soaking up as much knowledge as I could and in the process depleting the rest of my cash and racking up thousands of dollars of credit card debt.

Eventually I got on the Ron Le Grand bandwagon and went all the way through his advanced weeklong course with a few friends.

Ron taught us how to do "Subject To" deals where people who wanted out of their homes or who couldn't make the payments (just like me) would just deed their houses over to you as long as you agreed to make the payments on the existing mortgage.



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Then the strategy was to find “tenant buyers” or people who would not only pay you more than the underlying mortgage payment each month, but also put down from \$2,000 to \$10,000 as lease option deposits.

The deposit along with a small portion of their monthly rent was applied to a pre-negotiated purchase price.

Once the tenant buyer cleaned up their credit, you would sell the home to them at the agreed full retail price and apply the large deposits and monthly credits as partial down-payment.

Brilliant! People giving you their homes with equity for free, then other people giving you big checks when they moved in and paying you monthly cash flow on top of it!

What could possibly go wrong?

Even though this sounded too good to be true I got three houses deeded to me in the first 30 days.

I was back... well sort of.

By 2002 the real estate investment craze was in full swing and investors were flipping homes right and left. At that time mortgage companies were handing out mortgages to anyone that could fog a mirror.

(I bet you can see what’s coming... yes it’s a big rock)

During the first 6 months or so I supported myself by living on the lease option deposits from my tenant buyers.

Then overnight it became increasingly hard to find these tenant buyers with enough cash for their monthly rents, much less lease option deposits.

I have to tell you, forget about what you hear in the seminars... being a landlord flat-out sucks!

In December of that year, I had a tenant swear that they had left their rent in cash at my PO box at my mail stop, and that since it wasn’t there when I went to get my mail, that the clerk at the store must have stolen it!



This was the same clerk I had know for years, that was also the son of the chief of police... did he take the cash? I don't think so!

It turns out she blew the money on Christmas presents and just lied about it knowing it would take me months to evict her.

After repeated calls to another tenant with no response, I drove over to the house he was leasing. It was the first house I had ever had deeded to me, and my very first real estate deal.

When I drove up I found the tenant packing his belongings into a pickup truck trying to sneak out in the middle of the night leaving a trashed house and three months unpaid rent!

I should have anticipated what was about to happen next but I went along listening to the band that just kept on playing even though the ship was sinking.

Without tenants to cover the mortgage payments, I quickly ran out of money, then brought in investors to split the deals with me. Then they reached the limit of what they were willing to fund and of course I was making zero income.

I actually moved into the trashed house that my tenant had abandoned in the middle of the night, as of course I could no longer pay my own rent.



Things were quickly getting ugly... again!

My new little real estate empire was collapsing and I knew I had to do something fast. I needed two things: more sellers and more tenant buyers. So I built a website, called Realty-Rescue.

It was a very basic lead capture website that explained to both credit challenged buyers and desperate sellers the Deed/Lease Option program.

The problem was, I didn't really know how to get any traffic to my website.



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Then one day Scott (yes the same Scott from the \$205,000 day) called me to say that he had figured out a way to get as much targeted traffic to any website I wanted in less than a week for free!

Yeah right, I thought.

Actually Scott had stumbled on what's know as a "black hat" piece of software that in fact could coax Google into putting your page on the first page of search results, and most of the time as number one for any keyword search you wanted.

(This was back in the good old days before the now-famous Google slaps when that sort of thing actually worked)

So I jumped on the chance to get some buyer and seller traffic and learned how to build my realty-rescue site using this new underground software.

Then I waited, and waited, and waited, and ran completely out of money!

Even if I had quickly found a bunch of new homeowners willing to deed me their home, and tenants with large lease option deposits, and enough money to pay their rent each month, the game was over!

We had just entered the now famous Sub Prime Mortgage Crisis and the chance that any one of my tenants could have qualified for a loan vanished overnight!

The Rock had rolled right back down on top of me.

In desperation... I opened the want ads and started looking for a job!

## 9: We Buy Ugly Houses



The last thing I ever wanted was a job.

I consider employment to be my unemployment check, a temporary necessary evil, and only used for emergencies, just until you can get a business started and profitable.

I hadn't looked at the want ads in years and I was not looking forward to the prospect of job hunting. Then again I wasn't looking forward to be homeless so I opened up the paper... here we go!

I got lucky: The first night I sat down to look through the want ads, I saw a very small ad looking for a homebuyer.

This wasn't an ad from a real estate company; it was placed by a franchisee of every newbie real estate investor's worst nightmare, Homevestors!

Homevestors was the nationwide professional real estate investor franchise system that plastered billboards all over the country with Ug, the caveman, spouting off their "We Buy Ugly Houses" slogan.

They were organized, well-funded and it seemed like I would run into them on every other deal I had tried to make as a newbie investor.



So if you're broke and you can't beat em... join em!

I persisted until I got an interview and met and became friends with the owners of the two largest Homevestors franchises in the Dallas area.

They hired me to go out and do what I had been doing anyway, finding and buying real estate investment properties. The best part was, they paid me to do something I loved.

It was enough to keep a roof over my head and the lights on and I could still buy my own deals on the side with their blessing. It was the best of both worlds!

Also, it never felt like a job. Bruce and Leslie the owners were very smart entrepreneurs themselves and really nice guys.



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They too were serial entrepreneurs and had made money several times before starting over as real estate investors.

A few months went by and things were looking up, I became a better real estate investor, I learned a lot and made a lot of new friends.

Then one day I got an email from some woman in California asking about my Realty-Rescue website... I paid no attention to it and just saved it in a read later folder on my computer...

If there is one lesson that I've learned the hard way, it's to pay attention to the clues"

Not paying attention to this one cost me around \$100,000!

About four months later, Chelsey reached out to me again and sent another email. She asked me to please call her about being number one in Google for the search term "We Buy Houses."

What? I did a quick Google search and typed in "we buy houses"

### **Oh my God!**

I quickly logged into my website's stats program, and saw the thousands of people that had been coming to my website every month for the last four months.

Realty-Rescue was the number one result nationwide for the term we buy houses!

Then I checked the folder I had set up to collect emails from that website, the same one I had stopped checking months earlier.

While I was out buying houses for Homevestors, thousands of buyers and sellers had asked me to come take their home or to find them a home to buy on a lease option!

**I could feel the blood draining from my face as I quickly did the math.**



# 10: What are They Paying for Your Leads

I hadn't been nervous about picking up the phone since asking a girl out in high school, but this call was different. I was actually embarrassed as I dialed Chelsey's number.

HomeGain (not to be confused with Homevestors) was a huge lead generation company for Realtors based out of California.

They were one of the first and largest residential real estate lead aggregators and supplied leads to Realtors all over the country.

Once the realtor closed a new listing or sale, they would send in a small fee for each closing back to HomeGain as payment for the leads.

It was big business and they were making a fortune at the time.

Chelsey picked up the phone and explained, "We see that your website is number one for we buy houses, can you tell me a little bit about your site?"

I explained that I had built the site in order to get Dallas buyer and seller leads for my own real estate deals.

She said, "Great, so how much is our competitor paying you for the leads that you're generating outside of Dallas?" I cringed, and said, "why, how much would you be willing to pay" (for the 1,000 leads a month I've been ignoring in my laptop)  
"\$28.50 each"

I did the math quickly in my head, then I did it again just to make sure I wasn't missing something here... 1,000 times \$28.50 per lead.

**I just got a \$28,000 per month raise!**



## 11: It Costs Too Much to Work For a Living



After about three months two more things became clear to me, first that I could not afford to spend time buying houses any more...

I had spent my nights and weekends tweaking my website and the checks coming in from HomeGain got larger and larger, and then I was called into the Homevestors corporate office for a meeting.

When they had found out that one of their franchisee's lowly employees was occupying the top spot on Google for the term "we buy houses," they were a little irritated.

Like any big corporate entity, they wanted the top spot for their own term "We Buy UGLY Houses," but to be number one in the natural search results for the generic term "we buy houses" was the Holy Grail.

"How dare some little peon occupy that space! Don't you know who we are?"

I explained that I had learned how to optimize my website, and that while I wasn't prepared to recreate that for them, I would be happy to sell them leads from motivated sellers.

When people are selling a home, it's not until an agent or an investor gets them on the phone that you learn if they want to list with an agent or sell quickly to an investor.

Since either one can be the case, and since Homevestors' average cost per lead was in the hundreds of dollars when they came from billboards, they had no problem paying me \$15 a lead for my Internet leads.

Fifteen dollars per lead for the same lead I had already sold to HomeGain for \$28.50!

That's right: cha-ching! I just got another \$15,000-dollar-a-month raise!

I was selling the leads twice and making well over \$40,000 a month in passive income.

Once we set up the automatic lead delivery, I could literally just go out to the mailbox once a month, cash my two checks and my work for the month was done!



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Oh and just in case you think there something wrong with selling the same lead twice, have you ever heard of the company Lending Tree and their slogan "When Banks Compete, You Win?"

Lending Tree is not a mortgage company they are a lead-generating company that entices you into submitting your information, then they sell it up to five times to five different mortgage brokers.

Anyway... back to the fun.

NOW, I was back!

It was time to quit buying houses, to evict my crappy tenants and to move out of the trashed house into a nice home again, and fix up and sell off my investment properties.

I was now officially an "Internet Marketer."

The next few years were amazing. I dove into Internet marketing with reckless abandon.

It seemed like everything I touched turned to gold. I started generating mortgage leads and built that up to over \$1,000 a day in income, and the real estate leads were still coming in strong.

I started building websites and selling affiliate products and diversified into new markets.

By the beginning of 2006 making money was easy, fast and fun again!

I was even earning about \$6,000 a month from those stupid little Google AdSense ads that I plastered all over my websites.

Julie, the woman I was dating at the time wanted to learn the business and we would literally get up in the morning, pick a new market, and be earning a positive cash flow by that night.

Her first month, I helped Julie make over \$17,000. Twice as much as she had ever made as an executive recruiter!

Life was good.



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We both paid off all of our debt, were taking vacations, hanging out in Napa Valley, sailing the bay in San Francisco, and it was about time to start shopping for our own new boat.

Life was good again but I couldn't escape this nagging feeling...

Having met and worked with so many successful entrepreneurs over the years, I've learned there is a common unspoken fear we all share.

No matter how much money we make, no matter how well things are going, and no matter how fast our business is growing we wake up every day with a slight feeling of panic that it's all about to go away.

I know it sounds irrational but today I understand why we feel that way.

It's because typically by the time you make any real money as an entrepreneur chances are you have started over a few times, and chances are you never expected your last business to fail.

Once that happens a few times and you get to the really big money... you almost expect it's coming again.

So almost every entrepreneur I know wakes up with a small bit of panic, and it explains why we work so hard and so many hours each day in spite of the incomes we make.

In early 2006, far off in the distance high up on a very large mountain of income, once again, **a rock began to roll and I never heard it coming.**

## 12: The \$50,000 Per Month Pay Cut



2006... what a year!

The wheels started to fall off one day when I woke up and my Realty Rescue website suddenly went from number one on page one of the Google search results, to the bottom of page fifty-three.

From page one to page fifty-three in one day!

Nobody ever gets to page fifty-three. The average Google surfer never makes it to page three of the search results much less fifty-three!

I had just experienced the very first "Google Slap."

A Google slap is when Google decides at random times and with some random algorithm change to screw with the order that search results show up when someone does a search.

Today they are common and they have forced the majority of so-called SEO experts out of business.

Now SEO or (search engine optimization) is a full-time labor-intensive nightmare and clients can never be assured that their SEO expert can get or keep them at the top of the search results.

It only takes one slap from Google and they are in the graveyard alongside my page fifty-three ranking.

I almost panicked but fortunately I had learned how to advertise in Google Adwords and learned how to buy traffic based on keyword searches for my real estate, mortgage leads and affiliate products.

So I spent the better part of a month retooling and started driving paid traffic to my Realty-Rescue website.

On average it cost me about \$11 to generate a real estate or mortgage lead and since I was selling them for \$28.50 plus the additional \$15 to Homevestors, and converting a lot of those same leads into mortgage leads, it was still profitable even though my income dropped about \$11,000 a month.

But things just didn't feel right.



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It was risky making all of your income from two buyers who like you made their living based on the real estate market.

And markets change!

I had already experienced firsthand what the sub prime lending crisis had done to my real estate investment business.

So, when I built my mortgage lead business, I had actually diversified whom I was selling the leads to and spread out the risk across five buyers.

At least that was safe from any one buyer going away!

That is until one day all five buyers stopped buying refinance leads!

Behind the curtain, one network was buying all the re-fi leads in the entire industry and using other buyers as brokers!

It wasn't until two days later and several thousand dollars in lost ad revenue that I was notified I would no longer be paid for any mortgage leads.

My mortgage lead business died overnight.

Then a few weeks later I got the call from HomeGain...

"What!"

"What do you mean you can't pay the same amount?"

Chelsey had just explained that HomeGain had been bought out by another company and that the retail agent-based real estate market was changing and that they could no longer pay me \$28.50 per lead.

Now they could only pay me \$10 per lead!

\$10 a lead! My cost to create a lead was \$11!

Oh and to add insult to injury, Homevestors started going through a major financial crisis and had stopped buying leads from me around the same time so I couldn't make up for the shortfall by selling them twice anymore.



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When your product costs \$11 to make and you're selling it for \$10 you cant make it up in volume.

My real estate lead business was dead, almost overnight.

There is an inherent problem in the business model that drew me into the world of Internet marketing. All of my income was affiliate-based and I was earning that income from a just few big companies.

And those companies were dependent on market conditions that were out of their control.

If they sneezed, I got the pneumonia!

The foundation of my business was built on sand and I was at the mercy of someone else's business model which was based on the whims of an ever-changing market!

In an instant the market changed, they each made one decision and my personal income dropped by over \$50,000 a month.

Well if you have been reading closely, at least I still had my \$6,000-a-month check from those Google AdSense ads all over my websites... right?

Not so much!

In the middle of 2006 Google sneezed and changed their pricing model for advertisers and I got pneumonia!

Their new "Smart Pricing" model allowed advertisers to bid separately for ads shown on other peoples websites and a second bid when their ads were shown on Googles search results. Those are the ads you see at the top when you do a search.

The result was, advertisers started to pay pennies on the dollar for ads on other people websites, instead of the larger bids it took to place a paid ad in the search results, and those of use with AdSense ads started earning pennies on the dollar compared to what we made before the "Smart Pricing" change.

My \$6,000 AdSense check dropped to \$600 in one month.



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My old friend the rock had landed on me once again.

However... it's precisely these kinds of temporary successes that you can learn from if you pay attention and that can lead you to a much better solution!

By this point I had (finally) learned that my definition of success was not simply creating a large personal net income.

Even if I had been able to keep a few of the huge income streams I generated long-term, only a few of them were fun and provided the lifestyle that was supposed to go with the income.

And even if I could have kept the ones that were fun, none of them were secure from collapse.

So I started to plan my escape from the perpetual hell of starting over every few years.

What I needed was my own product.

Yes, that would be the ticket to finally getting to the top and staying there.

Having my own product would eliminate all of the temporary successes and lead to my ultimate goal:

To create a massive personal net income that would allow me to live a life less ordinary.

Or so I thought!

## 13: It's Floor Wax and a Desert Topping



(Bonus points if you can remember season one of Saturday Night Live and the desert topping floor wax skit!)

### **Enter Todd Thompson!**

Remember Todd from a few chapters ago? By 2006 Todd and I had know each other and had been working on various website projects on and off together for five years.

Todd's skill set reminds me of the old SNL skit because he is truly a mix of two completely and radically different things.

(Sorry about calling you floor wax Todd)

You see Todd is one of the smartest people I have ever met, as well he should be having two brains and all.

Most of us have two SIDES to our brain, one side more technical and one side more creative. Well Todd seems to have two whole brains.

He's a classically trained physical therapist (remember this as it will come up again) and a self-taught programming genius!

Todd can write computer code all week, and as a second-degree black belt kick your ass in the ring during a karate tournament all weekend.

Todd has a unique background as a marketer as well, meaning that he not only understands how to create technology and automation tools for marketers, but he also understands how to use and improve them to earn more income.

Anything I have ever imagined as a marketer Todd's been able to create and then improve on and I have often asked him to create something that has never existed before.

That never stops him; in fact I think it's when he has the most fun.

The call usually goes something like this...



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Ring Ring....

Todd: "Hello!"

Me: "Hey Todd got a second?"

Todd: "Yes Scott, what's up?"

Me: "I have an idea..."

Then after he logically explains how and why it can't be done... I usually get a call the next morning where Todd shows me how he has just figured out a way to do it and oh by the way click on this link its already working!

Such was the conversation we had shortly after my income disappeared in 2006.

But let me back up a second...

And bear with me this gets a little geeky!

Once the majority of my income went away in 2006 I had to keep supporting myself and I was determined not to go back to a job. This time I was going to create my own product and be in control of my own destiny.

Remember the final blow was losing my \$6,000-a-month AdSense check that I made on those little Google ads that were all over my websites?

The one source of income I could still generate quickly after the real estate lead business collapsed and the AdSense check I had made went away was through affiliate marketing.

As I was learning how to buy traffic using pay-per-click advertising for my real estate lead business, I had experimented and branched out building various websites focused on different industries and I sold other people's products on those sites as an affiliate where I was paid as much as 50 percent of the sale price.

I was not only able to keep supporting myself, but once the real estate lead business was over and I had more time to focus on affiliate marketing, I quickly got my income back up to \$20,000 a month or so.



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I didn't have any websites on page one of Google but that didn't matter. By 2006 I had gotten really good at using Google's pay-per-click advertising to buy traffic in almost any niche.

I also learned that even the largest companies, in fact especially the largest companies that used Google's pay-per-click program had no idea how to correctly measure at a keyword level which ads were making them money and which were losing them money!

They would simply run ads and if they made more money than they spent, they would keep running the ads!

This created a loophole and a window of opportunity to make a fortune.

I simply figured out a way even as an affiliate of someone else's product how to track which keywords resulted in a sale, and then eliminated the money-wasters that just ate up my ad budget!

I could pinpoint based on testing what keywords were most likely going to result in a sale.

So my ads were cheap and resulted in a very high conversion rate to an actual sale while the major companies didn't bother to track this.

My cost per sale was dramatically lower than theirs.

Without getting even more geeky on you, I had built a system through an elaborate and manually labor-intensive tracking method using confusing spreadsheets and calculations that allowed me to out-advertise the major corporate advertisers.

To me this was a simple process but it really was labor-intensive to track by hand so I hired a company in India to build some software to automate the process.

Then I had an idea!

Remember I had just lost the \$6,000 a month AdSense check that I made on those little Google ads that were all over my websites?

My AdSense check wasn't the only one to tank in 2006.



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Google's "Smart Pricing" policy made the process of making easy money with AdSense a thing of the past.

That didn't stop would-be gurus from selling unsuspecting entrepreneurs and Internet marketers \$2,000 "How to get rich with AdSense" courses.

They were flat-out lying to their customers!

They would show checks from before the change in the AdSense program to justify how much you could earn by building websites dedicated to displaying AdSense ads.

But nobody was making those checks anymore and it amounted to out and out fraud.

I had figured out a way to earn a much better and larger income using my pay-per-click advertising tracking method and so I decided to teach people how to do the same thing for free.

I knew that if I taught enough people to make money the same way I was, and gave away the information, that a few people would want copies of the software I was already having built anyway for myself!

This killed two birds with one stone by giving me a product to sell and at the same time exposing the fraud that existed in the Internet marketing community.

So I decided to walk up to the biggest bullies in the Internet marketing community and kick them in the, uh, teeth, exposing them for the fraud they were.

In just under three weeks, 35,000 people had joined my cause and I had made myself one of the most hated people in Internet marketing! Thank God I still used a PO box!

In three weeks I had exposed the fraud and these "gurus" who were selling outdated courses were for the most part out of business!

More than once I was tracked down and the trusty son of the police chief (the same one that did not steal my tenants rent) called me to let me know that some very pissed person was looking for me at my mail stop!

# 14: The Death of AdSense

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As usual, my first call was to Todd.

I will never forget his reaction when I told him what I wanted to do.

Ring ring:

Me: "Todd, I've got an idea!"

"I'm writing a report exposing the fraud that's going on by the gurus selling how to get rich with AdSense programs. Then it teaches people how to use my pay-per-click tracking method to sell affiliate products and make far more income."

Todd: "Go on!"

Me: "I want to give away the report for free on a website just for opting in to a new list I want to create."

Todd: "No Problem."

Me: "Then I want to pay people 50 cents for everyone they refer back to the site who downloads the free report, so I need to track who referred who so I know who to pay and how much."

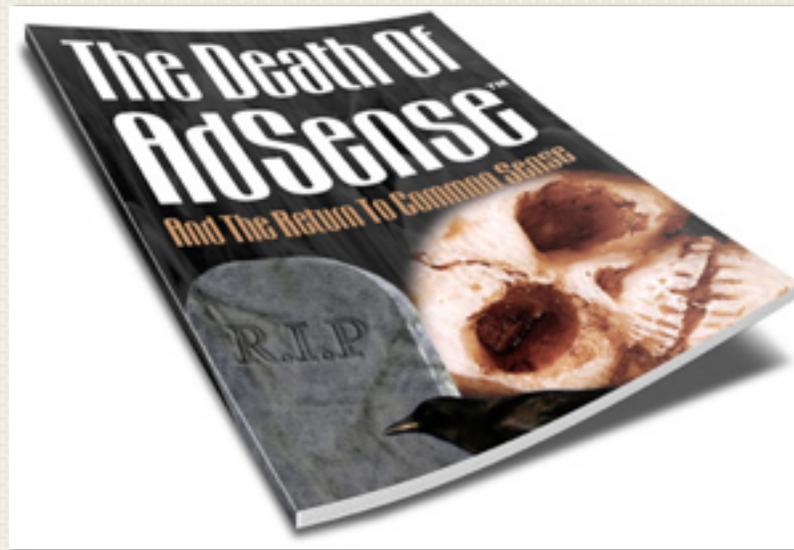
Todd: "Are you an idiot?"

Me: "No, why?"

Todd: "I can code that but why in the hell would you want to? You'll go broke fast!"

Once I explained the final outcome was to sell software to a small percentage of the people who like me would want to run their campaigns the easy way, Todd reluctantly agreed to code the website to give away money for free downloads.

Three weeks later over 35,000 people had opted in for the free report and "The Death Of AdSense" was everywhere you looked in the Internet marketing community.



The campaign had gone so viral I had people from all over the world promoting it within 48 hours.

It seems that the market was ready for something new and that other customers who had been misled by the gurus selling "how to get rich" courses were... let's just say as passionate as I was about exposing the fraud.

I even had numerous people promote the report and tell me to keep the 50 cents because I was exposing the fraud and telling the truth.

I did however owe more than \$12,500 to the rest of the people who collectively helped me spread the word.

This had better work I thought as I lost sleep for the next few weeks.

## 15: The Best of Times and The Worst of Times



September 10, 2006, 8 a.m. Central Time.

Back to the day I launched the Click Flipping course and software.

I had gone on to give away the exact method of making money using pay-per-click ads to affiliate products to my new list of 35,000 Internet Marketers.

While they all expected me to sell them something after the initial campaign, instead I actually taught them for free to recreate the income I was making from affiliate marketing.

After sending them an additional free training course called "Life After AdSense" I then sent them a survey and asked them how I could best help them with the process they had just learned.

Thankfully, of the many multiple-choice answers they could have picked, the majority of them responded with "Automate the Process With Software."

Cha-Ching!

This is exactly how I expected them to respond since that's the first thing I wanted for my own campaigns. By that time my software was nearly complete.

I created a new course that went along with the software and was now ready to launch my "Click Flipping" system to the 35,000 people on my list.



The course and access to the software was \$1,000 initially then \$300 a month for continued access to the online software platform.

It was a small price to pay as the system would very simply turn on a green or red light next to each keyword an advertiser would use letting them know almost instantly where their ad dollars were creating profit.

This allowed them to send out a dollar in the form of advertising and have it come back with a few friends in the form of affiliate commissions.



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Within weeks my customers were creating six-figure incomes and were doing so well I even decided to hold a live event free of charge to train them in even greater detail how to earn income this way.

I was back and this time for good!

My plan had worked!

Or did it?

I now owned my own very successful product, but there was a problem.

Back to September 10, 2006, 8 a.m. - the day and time I launched Click Flipping.

Two things occurred that day after my friend Scott pressed the button and thousand-dollar orders started flying in.

First, I picked a bad day to launch my product.

Back in 2006 the now-famous product launches in the Internet marketing community were just beginning.

A man named John Reese had launched a product earlier that year and made a million dollars during its launch.

Rather than just opening the doors on a new product John and others in the Internet marketing community began building up anticipation months in advance of their launches and creating huge pent-up demand.

This allowed for a big bang of income in just a few days as opposed to just creating a steady flow of cash.

Today it's this process that creates all those million-dollar product launch stories.

Even though I had no idea what I was doing, that's exactly what I had done giving away the free reports and education with the Death of AdSense campaign.

I picked my launch day completely by random, and back then there was no coordinated launch schedule created by marketing syndicates between Internet Marketers like there is today.



---

And boy did I pick a bad day to launch.

I didn't know about it until the day of the launch but there was another massive product launch scheduled on the same day I launched Click Flipping.

StomperNet, was a massive education course that taught Internet marketing and was collectively created and endorsed by some of the who's-who in Internet marketing.

In Internet marketing people don't buy courses or software based on need, they sadly primarily buy on what shiny new object touts the latest and greatest way to make money online.

So something new usually wins out on something that works!

And the StomperNet boys were very skilled at creating and building up demand in their pre-launch as the latest and greatest new thing!

I launched Click Flipping for \$1000 up front, while StomperNet was \$10,000 up front or \$800 a month on a payment plan!

You'd think I would have done much better, but remember not only was StomperNet produced by the top Internet marketers with the largest lists of prospects, they also had all the top affiliates with their own large lists onboard to promote their launch.

I had one affiliate, my good friend Keith Baxter.

The bottom line is they had way more horsepower and way more people just on their own lists to market their product to as opposed my 35,000 names and one affiliate.

Even so, in spite of the fact that I went up against StomperNet, by 1 in the afternoon that day I had made \$205,000.

Knowing what I now know about buying patterns, that number would have reached a million dollars quickly if not on day one at least by day two or three in the launch cycle.



**PayPal** [Log Out](#) | [Help](#)

**My Account** | **Send Money** | **Request Money** | **Merchant Services** | **Auction Tools**

**Overview** | **Add Funds** | **Withdraw** | **History** | **Resolution Center** | **Profile**

### Business Account Overview — United States

**Resolution Center:** Your account is limited. [Click to Resolve or Check Status](#)

**Name:** Archimedes Lever, LLC (Scott Boulch)  
**Email:** [billing@clickflipping.com](mailto:billing@clickflipping.com) ([Add Email](#))  
**Status:** **Verified** (2)

Earn a return on your balance! [Learn More](#)

**PayPal Access**

<b>Currency</b>	<b>Available Balance</b>
U.S. Dollars	\$205,202.47 USD

**PayPal Plus Credit Card**  
30-Second Response  
[Apply Now](#)

**Recent Activity** | [All Activity](#) \$ = PayPal Preferred Cashback

File	Type	To/From	Name/Email/Phone	Date	Status	Details	Action	Amount (\$)	Fee
<input type="checkbox"/>	Payment	From	gerard boyle	Oct. 3, 2006	Completed	<a href="#">Details</a>		\$997.00 USD	-\$39.18 USD
<input type="checkbox"/>	Subscription Creation	From	gerard boyle	Oct. 3, 2006	Active	<a href="#">Details</a>		...	...
<input type="checkbox"/>	Payment	From	Liquidation Wholesalers	Oct. 3, 2006	Completed	<a href="#">Details</a>		\$997.00 USD	-\$29.21 USD
<input type="checkbox"/>	Subscription Creation	From	Liquidation Wholesalers	Oct. 3, 2006	Active	<a href="#">Details</a>		...	...
<input type="checkbox"/>	Payment	From	Sarju Pabari	Oct. 3, 2006	Completed	<a href="#">Details</a>		\$997.00 USD	-\$39.18 USD
<input type="checkbox"/>	Subscription Creation	From	Sarju Pabari	Oct. 3, 2006	Active	<a href="#">Details</a>		...	...
<input type="checkbox"/>	Payment	From	Thomas Weinstein	Oct. 3, 2006	Completed	<a href="#">Details</a>		\$997.00 USD	-\$29.21 USD
<input type="checkbox"/>	Subscription Creation	From	Thomas Weinstein	Oct. 3, 2006	Active	<a href="#">Details</a>		...	...
<input type="checkbox"/>	Payment	From	Annette Rowe	Oct. 3, 2006	Completed	<a href="#">Details</a>		\$997.00 USD	-\$29.21 USD
<input type="checkbox"/>	Subscription Creation	From	Annette Rowe	Oct. 3, 2006	Active	<a href="#">Details</a>		...	...
<input type="checkbox"/>	Payment	From	Michael Barrows	Oct. 3, 2006	Completed	<a href="#">Details</a>		\$997.00 USD	-\$39.18 USD
<input type="checkbox"/>	Subscription Creation	From	Michael Barrows	Oct. 3, 2006	Active	<a href="#">Details</a>		...	...
<input type="checkbox"/>	Payment	From	Sierra Corporate Design	Oct. 3, 2006	Completed	<a href="#">Details</a>		\$997.00 USD	-\$29.21 USD
<input type="checkbox"/>	Subscription Creation	From	Sierra Corporate Design	Oct. 3, 2006	Active	<a href="#">Details</a>		...	...
<input type="checkbox"/>	Payment	From	John Jonas	Oct. 3, 2006	Completed	<a href="#">Details</a>		\$0.01 USD	-\$0.01 USD

[File Selected Items](#) | [File All](#)

I would have beaten or come very close to John Reese's record as the largest launch, StomperNet did break Johns record; I sadly did not.

Far from it!

The second major problem surfaced about seven hours into my launch. I remember going to 7-11 to get a Big Gulp. I had been glued to the screen happily watching thousand-dollar orders come in all morning and it was time for a break.

When I got back home and walked in and checked my stats I was crushed. There were suddenly no new orders.

Houston we have a problem!



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Then I noticed I had dozens of emails in my inbox from customers ready to buy my product saying that they were not able to order.

During my quick 10-minute break to 7-11 I was crushed once again by a massive rock.

There was a problem with the ordering process.

Once a customer got to the PayPal payment page to order and enter their credit card information, the page was now blank. It returned a page-not-found error.

So I logged into my PayPal account, and was redirected to the page of death.

A notice on my screen told me that my PayPal account had been shut down and I would no longer be able to access it.

That's where the \$205,000 was!

No new orders would be accepted and to make matters worse \$205,000 of my money was now locked up.

I had been in communication with several managers at PayPal for weeks letting them know about my upcoming launch and product release.

I was even on the phone that morning with my account rep, who was also a manager at Pay Pal and he and I both watched as the orders came rolling in to make sure everything was working smoothly.

He actually seemed excited for me!

Now, when I tried to call him back, or when I called any number at PayPal I was automatically redirected to the voice mail box of their loss mitigation department.

And after five messages, nobody would call me back. I was dead in the water, and my launch was over.

You know... there are just some things you never expect and regardless of the amount of planning and perpetration you do, anything can and will happen when you run your own business.



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You would think the hard part would be to create a good product to sell or to build up demand for it, or to sell hundreds of thousands of dollars of it...

But in this case you would be wrong.

Sometimes the hardest part as I painfully learned that day was finding a way to let your willing customers give you their money!

Merchant accounts - actually setting up a way for your customers to use their credit cards online to pay you as it turns out is one of the biggest ongoing challenges all marketers face when it comes to selling anything online.

Unless you already have a large company with a healthy balance sheet and tons of cash on hand, you are at the mercy of your merchant bank.

And here's the bad news... legally your merchant account company has the right to seize and hold your funds for up to six months.

Because a customer that uses their credit card to make a purchase has the right to initiate something called a chargeback for up to six months, the middleman in this equation, or the merchant account company legally can hold all of your funds until the risk of customers charging back their purchase goes away.

By 2 in the afternoon that day here was my situation:

PayPal had shut down my account so there was no new money coming in. I couldn't access the money that I had collected and PayPal would not return my calls.

The majority of my sales came from Keith Baxter's list and a few other small affiliates that jumped on to promote Click Flipping at the last minute.

I paid out a 50 percent commission to my affiliates so in this case I owed about \$100,000 in affiliate commissions due in 30 days. And I still owed the \$12,500 from the Death Of AdSense viral marketing campaign.

I was now over \$100,000 in debt in one day!



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When I finally did find somebody to take my call at Pay Pal, one very mean little control freak told me he was holding my money for six months, and that IF and only IF there were no refunds or chargeback requests, that he would release \$10,000 or so each month along the way IF he felt good about it.

I spent days trying to get to his manager or any other human at PayPal but their internal system warned each employee not to talk to me and to forward all my calls back to the little Napoleon in loss prevention.

My dad called me a few days later; he was watching the news and someone had actually set off a bomb in front of the PayPal headquarters in California and the first question he asked was "Are you in Dallas at the moment?"

It seems I was not the only person pissed at PayPal for ruining their business.

And while I have the chance, let me warn you, never, ever, ever use pay pal as your merchant account to collect money from customers.

They are by far the worst option in the entire industry as a merchant account provider and my story pales in comparison to others lives that have been ruined by their practices.

Ironically some poor rep from PayPal has been calling Todd and I for almost a year begging to have our merchant account business.

Two words: Suck It!

OK, sorry for the rant...

Here is how I crawled out of this situation.

Keith Baxter, my friend and biggest affiliate (who I now owed the most money to) also hates PayPal for the very same reason.

He offered to give me access to his merchant account through a much better merchant. However to make that legal Keith would have to be an owner of the company!

So I made him part-owner and master affiliate; he saved my rear end and so I also paid him as the affiliate on every sale that came in not just the ones he generated. It was a great win-win way out of part of the problem.



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I am forever grateful to Keith, and we reopened Click Flipping that Friday and got another \$150,000 in sales.

Had my merchant account not been shut down and had I not gone up against the StomperNet launch, I would not have been stomped myself and certainly would have exceeded John Reese' million-dollar launch!

I used almost all of the new income from the new merchant account to pay the initial and ongoing affiliates payments and the amount I owed for the viral campaign, and it wasn't until months later that I personally benefited from any income from the launch.

Click Flipping went on to generate over \$2 million in gross sales over its two-year life cycle.

Yes, life cycle!

Do you know how much money I earn today from Click Flipping?

Zero!

People in the Internet marketing space always follow the latest bright shiny object and while the Click Flipping method still works today, as it turns out I learned that creating and selling any new innovative original product also creates a license to steal.

It took less than a month for other Internet marketers to copy the Death Of AdSense campaign and to start selling software that mysteriously looked exactly like mine.

We even caught one marketer using our images and layouts - he had directly stolen our code!

Lawyers got involved, and it was very ugly and expensive.

So was owning my own product the answer to finally earning a massive personal income and living a life less ordinary? Sadly...no.

Yes it created a temporary massive income stream and no it did not lead to any kind of lifestyle.



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In fact the entire process sucked.

Owning your own product I found out also comes with not only merchant account issues but you also become personally responsible for your customers success or failure.

When they don't make money, usually due to their failure to do anything in the first place, they blame you.

And then there is the customer service.

Ah customer service - or adult daycare, as I sometimes call it.

As a small-business owner I didn't have the bandwidth to hire out customer service and support so Todd and I ended up spending massive amounts of our time as customer service reps.

And we both hated every second of it.

It is not the lifestyle you want or the way you would chose to spend your day as an entrepreneur.

In the end, I created something new and unique that worked, took all the risk, did all the work, put up all the capital, and did without any of the income in the beginning while my affiliates got paid, and did all the support, only to have others steal the exact concept and launch their own copycat products in the end.

It did not create the lifestyle I was looking for, but what about the income?

Lets take a look at the numbers...

If I took all the money I earned from Click Flipping, \$2 million dollars gross, then subtracted the affiliate commissions, the commissions for the viral campaign, the thousands of dollars it took to have the software created in the first place, and the legal bills to defend it, then divided the remaining net income to me over the two years and six months it took to launch and sell, my personal net monthly income after taxes from the entire experience was only about \$10,000 a month.

That may still seem like a lot of money to you, but realize I was making over four times that much with my lead business and twice that much just using my own system as an affiliate marketer.



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It's far easier to create \$10,000 a month in personal net income than it is to create a product launch that goes on to gross \$2 million.

This was a very important lesson and one that caused me to rethink the entire approach to income generation.

Focusing on your personal bottom line is the key.

Who cares about how much your business does if you can't take it home and spend it?

Also there is zero lifestyle in creating top-line income, but creating bottom-line personal net income is where it gets interesting.

## 16: Life Teaches You Lessons



To loosely paraphrase Dan Millman...

Life teaches you lessons. The lessons will repeat themselves until they are learned. Each time a lesson has to be repeated it becomes more difficult until it is learned.

As you can tell by now I was making mistakes, but not the kind of mistakes that keep you from making money.

I was making mistakes about HOW I chose to make money, a much greater decision and much bigger mistake, and the reason that entrepreneurs succeed and then fail and have to start over.

Remember, even when something terrible happens to you at least you can learn something from it. By 2008 I had made enough mistakes to get a PhD in starting over.

By 2008 the Click Flipping software had reached the end of its life cycle and Todd and I were at the point of starting over again.

And although it didn't happen in 2008 it was during that year that we got our first taste of a permanent solution to the Sisyphian nightmare that we seemed trapped in.

So far, Stop the Rock may seem like an exercise in frustration and disappointment to you but there is a reason I shared a few of these experiences with you in such detail. And there were many more that I could have included here.

I left out my "corporate" career that lasted from 1987 to the point I exited Corporate America forever in 1994.

It too was filled with heart-wrenching stories of success followed by failure and starting over but it was the lessons learned as a self-employed entrepreneur that taught me how to earn a living on my own, and now, finally how to have the lifestyle that goes with it without having to start over every few years.

I learned these expensive and grueling lessons about entrepreneurship through not only my own experiences but the collective experiences of hundreds of people.



You see, during this entire process I also learned from the success and failures of my customers, my coaching clients, and at a much higher level my business partners, and joint venture partners. The best lessons have come from my mastermind partners.

Since 2006 I have had the good fortune to be part of three very high-level mastermind groups.

These mastermind groups consist of other entrepreneurs who each make at a minimum mid six-figure personal net incomes and have created companies that gross from one to as much as fifteen million dollars per year.

The members of these groups are the very top marketers across multiple industries. We meet every 90 days or so in person to teach each other strategies that are working, and to get help when things stop working.

I have personally seen dozens of very high-level people go through this same cycle of success then failure then reinvention over the last eight years.



Also, since I've been in multiple masterminds at the same time I am exposed to what's working and what's not every six weeks or so.

I'll go back to an earlier statement, "success leaves clues." For the last eight years I've been a participant in a grand lab experiment of income generation and the results are in.

Now it's time to "finish" and enjoy life for the rest of your life.

Are you ready?

**Are you ready to create a six or seven-figure income for the last time, even if it's your first time?**

# **Income & Lifestyle**

## 17: 3 Percent

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### Now for the bad news...

The Pareto principle (also known as the 80/20 rule) as it applies to income or success states that 80 percent of the income will be made by 20 percent of the population.

I'm sorry I've got some bad news for you. Not even 20 percent of the entrepreneurs who try to roll the boulder up the mountain will succeed.

Not even close!

If you look at the real number it's about 3 percent!

Personal development speakers first started talking about the 3 percent because of a study done on Harvard MBAs.

In 1979, interviewers surveyed new graduates from the Harvard MBA program and found that:

**84 percent** had no specific goals at all

**13 percent** had goals but they were not committed to paper

**3 percent** had clear, written goals and plans to accomplish them



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Ten years later In 1989, the same participants in the study were interviewed again. You can guess the results...

The 13 percent of the class who had goals were earning, on average, twice as much as the 84 percent who had no goals at all.

But here is where it gets really interesting! The 3 percent who had clear, written goals were earning, on average, ten times as much as the other 97 percent put together!

Ten times as much income as the entire Harvard MBA class of 1979 combined!

Don't worry, I'm not about to launch into a speech on goal-setting. It turns out the 3 percent rule applies to entrepreneurship in general not just goal-setting.

During the last twenty five years and backed up by data from thousands of customers, coaching clients and mastermind partners, collectively we have found that only about 3 percent of entrepreneurs will make it at all and still fewer will get to the top and stay there.

This could be looked at as bad news until you simply look at it another way.

Don't waste any time on asking **Why** only 3 percent make it to the top.

Who cares what percentage of people succeed as long as you learn **How** to become part of that small percentage then stay there.

Forget about equality of outcomes, it's equality of opportunity that allows us to create wealth.

By opportunity I do not mean a privileged background or some fancy degree. I'm talking about the ability for average and ordinary people just like you and me to create wealth and lifestyle by our own actions.

There's no way to create some utopian society where everyone is successful. If so how would you even measure success?

It's said that if you redistributed all the worlds wealth that it would be back in the hands of just a very small successful percentage of people within just a few years.



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If that bothers you then you might consider where the majority of charitable donations come from.

It's pretty hard to donate your money or your time to anything charitable if you can't pay the rent... Ask me how I know this!

So the big picture question becomes **"How do you become and stay part of the 3 percent?"**

You see while the number of entrepreneurs who achieve success will probably always be around 3 percent, all you need is a specific path to become one of the 3 percent.

That is what the rest of Stop the Rock is about to reveal!

Now if you have ever been to a personal development seminar or read any self-help books you will probably notice they deal in generalizations.

They don't give you specific steps to get to your income and lifestyle goals, Stop the Rock is different.

As I said in the opening, I will not only teach you how to get to the top, I will give you the specific steps, then my team of successful six and seven-figure earners and I will help YOU at every step along the way until you get there!

As you are about to learn, it can't be done alone if you want the lifestyle that goes along with your income goals.

It's much easier to roll boulders up mountains with a few people helping you push. Especially if those people have already learned how to create massive personal incomes, and are not only willing to teach you how they did it but help you recreate their success.

If your income and the lifestyle you are living now is not where you want it to be, then you must be willing to sacrifice who you are now to become who you want to be, one of the 3%'ers!

Don't worry, you will love it here on the other side and we can't wait for you to join us as we live out a life less ordinary.

Now... Let's start with the basics!

## 18: It Has to Be Worth the Work



Have you ever heard someone say “It’s easier to make a million dollars than it is to make a hundred thousand dollars”?

I know the first time I heard this it really irritated me and at first made no logical sense - that is until you get exposed to hundreds of entrepreneurs.

Make no mistake, building a business, and rolling that boulder up the mountain is going to involve work.

Don’t get me wrong for most entrepreneurs, doing the work is enjoyable! But not all work is created equal.

Building a legitimate business and watching it grow is flat-out fun!

One of the ways you can tell if the business you are building is legitimate is that it usually shows up looking like work.

There is no such thing as get-rich-quick, there is no magic formula or software, or secret method or special trick or exploit that will allow you to skip the work part of becoming wealthy.

Don’t ever buy into the fantasy that you can skip the work. The biggest single factor in becoming one of the 3 percent is just showing up for work.

At first, the work may be uncomfortable to you, and it may require you do something you have never done before, but before long if you persist it will become easier then it will become second nature to you.

There is a great quote from the speech “The Strangest Secret” that says, “Successful men make a habit of doing things unsuccessful men don’t like to do.”

A huge majority of entrepreneurs work their butts off every day, but they are not always doing the correct work.

We will talk about the correct kind of work in just a minute but the result of all this work has to be worth the effort or you will never follow through.

The reason you want to build your last six or seven-figure income is because it’s hard work, and if you are going to put in the work in the first place, it better be worth it!



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## So what does "worth it" mean?

The exact number is different for everyone. For me, after having made a few hundred thousand dollars in seven hours my paradigm for what a significant income means was reset.

Today the business model I'm working in has the potential to create millions of dollars of **Personal NET Income**. Not only that but its a special kind of income we will also talk about shortly.

Its the same type of income I will teach you to make.

The amount of income or what you consider to be significant is up to you.

It's your number however, chances are if you are working at building a business that can't produce at least \$100,000 a year in personal net income then you are working in the wrong business model.

And chances are you would work way too hard for the little money you would make.

A hundred thousand a year in personal net income is to me the bare minimum to make it worth the work!

If a business model can't produce a six-figure **Personal Net Income** there is a flaw somewhere in the model.

Let me give you an example. Franchising is one of the business models that people usually equate with huge incomes. It's not true, not even close.

A good friend of mine is one of the top consultants to the franchising industry.

He speaks every year at the International Franchise Association, many times as their keynote speaker and he has written several books on franchising.

I've had many discussions with him over the years about the entire model and franchise owners incomes are one of the biggest misconceptions.

Did you know that as of 2013 franchise owners earned an average annual salary of just \$58,000?



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And to earn that many had to be unit-producing labor in their own franchise!

That means they work as an employee inside their own franchise!

**“Would you like fries with that?” No thanks I’ll pass!**

That’s definitely not the entrepreneurial dream I was after

It’s not until you get into the top tier franchises, the ones that cost millions of dollars to purchase, build and operate that you get into more significant income.

Or there’s the option to become a “Multi-unit” franchise owner.

But keep in mind each time you open a new location you’re going to drop some serious cash.

A Subway franchise for instance costs between \$80,000 up to \$250,000 per location to open.

And a multiple unit owner can’t be unit-producing labor in every location so they need to hire managers to manage teenagers to make sandwiches.

Just shoot me in the head!

I don’t care how much money there is to be made, this once again is definitely not the lifestyle I’m looking for and I bet you aren’t either.

So keep in mind not only does your business model need to be able to create an income that is significant for you, it must also give you the lifestyle that goes along with it.

It turns out that if you are working in the correct business model like the one I’m about to show you it gets easier to make larger and larger incomes once you get the rock rolling up the hill in the first place, and we will help you get things started up the hill.

There is one more criteria for setting your minimum acceptable income: it can’t be **Gross Income**, it has to be **Personal Net Income!**

## 19: \$1,000,000 Isn't What it Used to Be



### **It's not what you make, it's what you keep!**

Some of the mastermind partners I mentioned make millions of dollars per year, a few of them over ten million a year.

Or do they?

"Make" is a subjective term.

"Keep" should be the term when describing how much money is made.

In one case a friend of mine explained to me one day that out of the 15 million or so dollars his organization made that year, he only kept about \$500,000.

Just to pay the rent, turn the lights on and cover the employees payroll was over \$750,000 a month, then there was product cost and a massive advertising budget!

It took a huge machine with dozens of lives in the balance on payroll to generate a little over \$40,000 each month in **Personal Net Income** for my friend.

Bragging at parties about owning a company that does fifteen million a year might seem cool, but to me it's more impressive to say that I took the month of March off to go live in Costa Rica and had a check for \$25,000 in personal net income waiting for me in the mailbox when I got back.

By the way, I'll talk specifically about this example shortly. It's not only possible, it's the exact scenario that can occur when you are working with the correct business model.

I did take the month of March off this year and I wasn't making any Subway sandwiches while I was in Costa Rica!

The point is, focus on personal net income, because other than bragging rights that's all that matters.

In fact, those big multi-million dollar companies fail on the lifestyle meter as well.

They come with a massive amount of stress, and headaches and responsibility for other people's lives that again just doesn't fall into the "living a life less ordinary" category.



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Making \$10,000, \$20,000, \$30,000 a month is far easier and more enjoyable than growing a company to millions of dollars in sales.

You may be thinking, "Well Scott, cant the business owner just hire someone to run things while they are off at the beach for a month?"

Not so much!

Nobody will ever treat your business as if it was their own; remember this too as it will come up later in the book.

And while the cats away the mice do in fact play.

In another example a friend of mine hired a very well-recommended and somewhat famous CEO to come in and run things so he could finally separate himself from his business and start to spend some time with his wife and kids.

It took around 18 months for the new CEO to trash the friendly culture in the company, chase off its longest and most dedicated employees and run the financials so far into the ground there wasn't enough money to pay the employees payroll much less pay the owner!

Oh, and the whole time the CEO was draining off a huge multiple-six-figure income in the form of his salary and bonus!

The bottom line is building a huge multi-million dollar machine in order to create a small percentage for yourself in personal income is just not smart, if you want the lifestyle that goes along with the income.

But what about all those Internet millionaires who create a product then have a huge launch generating millions of dollars?

Remember the Click Flipping launch? Had I know then what I know now I just would have spent a few months growing my net income using my own system for myself and I would have never sold it to anyone.

I also would have saved about two and half years of my life.

Everyone I know that has created one of those huge multi-million dollar launches and there are many - ends up making less than if they would have just focused on their personal net monthly income over the same time period.

## 20: Never Work for Your Income



OK, so now we know that to be worth it, your new business model needs to be able to produce a minimum of \$100,000 a year, and we learned that that number needs to be the amount you keep, or your personal net income!

Here's a new ground rule: **Never work for your income!**

Wait a Minute. Didn't we just talk about all the work that's involved?

Yes, that's correct but here is the distinction:

Said another way, you should only work to "grow" your income not to "maintain" it.

One hundred percent of your time and effort or as close as humanly possible should be spent growing your business and personal net income, not working to maintain it.

In any business model, money is earned when there is an exchange of value.

Some product or service or something of value must be traded for money in order to generate an income.

Pretty basic rule right?

**However not all income is created equal!**

First let's look at **Regular Income**. For example, let's say that you start a new business in January and, like most entrepreneurs, you start very part-time working to exchange value for income.

By the end of January let's also assume that through your efforts (or work) you have earned \$1,000 in personal net income and spent 10 hours that month to generate that income. Not bad, that's \$100 per hour.

That brings up another part of the equation we need to introduce, and this is the perfect time.

Time!

Time, is limited.



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Whether you are a new entrepreneur just starting out and have yet to make your first dollar, or you are Donald Trump, we all have the same 24 hours in a day.

How you spend your time determines your income and your lifestyle.

If the majority of your time is spent working to maintain your income, you will never have the lifestyle to go with it.

**The key is to separate yourself from the generation of your income.**

Stay with me; let's go back to our example.

If your new business started in January and you earned just \$1,000 in **Regular Income** and were able to spend the same 10 hours working in February then theoretically you would only make another \$1,000 in **Regular Income** in February correct?

In order to make more **Regular Income** you would either have to work more hours, or charge more money for your product or service, or God forbid spend part of your income to hire employees.

This is how almost every traditional business works and while the example here uses very small numbers the same is true on a bigger scale.

Entrepreneurs usually work far more hours than employees, but once they hit 60-plus hours a week they start running out of time. And who wants to work that much anyway?

Even if it were possible to work 24 hours a day, at that point you would be at your limit unless you could find a way to separate yourself from the generation of your income.

There are two better types of income that allow you to increase your income each month without working more hours or hiring employees.

The second type of income is **Residual Income**, and for that your product or service must be residual in nature.

What I mean is that your customer pays you for the same product or service over and over again preferably every month!

Lets look at an extreme example of a product that is NOT residual.



My dad recently had his knee replaced.

Let me ask you a question, how many knees does he need next month?

Zero!

The most he could need in his entire life is two, ever.

If I'm in the Knee replacement business, I have just permanently lost my customer. He won't be back!

The manufacturer of knee replacements is out of business with each new sale and needs to start over and find a brand new customer every time they sell a knee.

Let's look at the opposite: a service that is 100 percent residual.

Have you ever wondered how and why cell phone companies give away \$700 iPhones for instance? It's because they know you will be paying a cell phone bill next month, and the next and the next.

It's a service that's residual in nature.

That's why they can buy your business by eating the \$700 cost for the iPhone just to entice you on to their service.

They know that if we leave home without our cell phone, that we will turn the car around and drive back home no matter how far away we are rather than be without it.

Cell phones are an addictive product. How many times have you stopped reading this book to check your phone so far? Be honest!

Building your new business around a product that is **residual** in nature is the first way to start creating wealth and **Wealth = Income + Lifestyle!**

Back to our example, let's say that you were selling cell phone plans and giving away phones, and spent the same 10 hours in January doing it and earned the same \$1,000 your first month but this time the \$1,000 was **Residual Income**. If you stopped working completely in February, your customers would still pay their cell phone bills, and not accounting for attrition and bad pays, theoretically



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you would still earn \$1,000 in February in **Residual Income** with zero time spent on your business!

Looked at another way, if you did continue to spend ten hours a month growing your cell phone business, adding an additional \$1,000 in **Residual Income** each month, you would then make \$2,000 in February, \$3,000 in March etc. By the end of the year you would be making \$12,000 a month even if you stopped working at that point!

Each and every month you would be growing your business with your time and adding to your **Residual Income** not just recreating the same regular income each month.

Again not accounting for attrition and bad pays you could walk away from your business at the end of 12 months and since your time was spent creating residual income the same \$12,000 in personal net income would still come in month after month.

In this example the income we generated once paid us over and over again because the product was residual in nature.

But what if I told you there was a way to add leverage to this example so that not only would the income continue to come in without you, but that it would also grow without you?

That's called **Leveraged Residual Income!**

We created **Residual Income** by changing the Product we market from a one-time sale product to a residual product, but to create **Leveraged Residual Income**, we need a new type of **Customer**.

We'll talk about this special type of customer shortly but for now watch what can happen with Leveraged Residual Income!

Imagine working the same 10 hours each month selling a residual product and adding \$1,000 each month to your residual income. At the end of two months you would expect \$2,000 in residual income.

But by finding a special type of customer everything changes!



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What if the \$1,000 in monthly Residual Income you generated your first month, with your 10 hours of effort, increased to **\$3,000 in month two**, with just the same 10 hours of effort in month two?

If you worked 10 hours in January and created the first \$1,000, then added \$1,000 to your monthly Residual Income by working another 10 hours in February you would have generated just \$2,000 in monthly residual income right?

**Where did the extra \$1,000 come from?**

Leverage!

Sound impossible? What if I told you there is a way you can create personal income that is not only residual each month, but can grow each month, and can grow exponentially each month, even after you walk away!

Imagine not just separating yourself from the generation of your income but starting an income stream that not only comes in but grows each month without your efforts.

It's by finding that special type of customer that you can create **Leveraged Residual Income!**

So, what kinds of product create the best residual income? Who are these special kinds of customers that allow us to make a Leveraged Residual Income? And how is it possible that your income can grow each month without you?

In 2008 Todd and I got our first glimpse into the entrepreneurial alchemy that has led to the answer to all these questions, and the solution for you to make a six or even seven-figure income for the last time, even if its your first time.

**But it wasn't until 2013 that all the ingredients allowed us to turn lead into gold...**

## 21: You Need a Big Ocean



If making a large income is one of your goals then your business needs to be based around a product or service that has a very large and ideally universal demand from the majority of the population.

It should address a universal need or want that is had by the majority of people in your market.

A few years ago I did a training on how you could niche yourself down into a very small and obscure market and still make a six-figure income.

As part of the training, I used the Society For Creative Anachronism, (SCA) as an example.

What in the world is SCA you might be thinking.

It's an international group of people that meet in public parks, dress up as medieval characters including makeshift armor and beat the crap out of each other with fake swords and weapons.



Strangely enough its growing in popularity and has now bled over into the LARP'ing niche.

LARP'ing is live action role playing! Think nerds in costumes playing an in-person version of Dungeons & Dragons!

I know it's completely geeky.

And while in my training I showed how it was possible to create a six-figure income by selling products and information to this group, you would have to become one of THE experts in the field of that niche to do it.



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Also finding one of these people in a crowd is like finding a needle in a haystack.

For a while, Internet Marketers taught niche marketing because of the reduced competition and one friend of mine even went so far as to create an information product on falconry - yes, keeping and training falcons.

There must be dozens of potential customers for that one!

If competition were not a factor, and in our case it's not, then you should go for the biggest broadest markets there are period, not some obscure niche that's hard to market to and limited in size.

Think of it this way. If you were to attend the Winter Olympics in Russia this year there would be tens of thousands of people from all over the world crammed into one city.

If you were sitting in the middle of that crowd, ask yourself what does every one of these people have in common as a need or a desire?

Then market that to them!

A big ocean of potential customers means they are easy to find, they have an almost universal need or desire and they are everywhere.

This way there will never be a shortage of customers.

Selling into a big broad market has huge advantages, and usually this is also where you find the most competition.

That won't be an issue in our case because in addition to marketing specific types of products, we will also be marketing them to a **special kind of customer** and by doing so we are about to eliminate any concerns over competition.

I will get into specific product and customer details in a bit, but for now just remember that in order to make a large income you need a large universal market of potential customers for your product.

Also, there needs to be a large enough percentage of profit in each sale of a product or a service to make sure there is a lot of profit dollars flowing on each sale and preferably we want to sell that same high-margin product over and over again to the same customer!



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Think of it this way: A \$100 product that has a 5 percent net profit will require that you get ten times as many customers as a \$100 product that has a 50 percent net profit!

Assuming we find this new special type of customer who never leaves to a competitor, and buys every month, then to achieve the greatest lifestyle, we want the fewest number of customers we can in order to get to our income goals.

Finding fewer customers one time who then buy a product every month with a higher margin represents far less work and more lifestyle than having to get large numbers of new customers each month who only buy once at a smaller margin per sale to create the same income.

Finally what you market should have a measurable result for the customer and positively impact them in some way. Ideally this would not be an optional purchase of some item that's nice to have but not necessary; rather it should address a true need.

A simple example would be toothpaste.

Yes toothpaste is boring but most civilized nations would agree that it's necessary and fulfills a universal need, keeping your teeth from falling out, and it has an additional benefit of making you socially acceptable to your fellow man.

So once you find a big ocean of potential customers, then it's just a question of finding a special kind of customer within that big ocean.

In 2011 we stumbled across these customers once again in our online marketing career, and it all started with a huge ice storm.

## 22: The Great Ice Storm of 2011



I was in Houston Texas attending one of my mastermind groups in the early winter months of 2010.

Hosted by a good friend of mine David, the meeting started the night before with a barbecue and pool party at his house. It was a pleasant seventy-five degrees in Houston that day, and the next morning we got an early start on our meeting.

Throughout the day we were all inspired and focused on some of the success we were all having using Facebook to generate viral traffic as well as using automated recurring webinars to generate sales.

Little did we realize that throughout the day outside our meeting room, the temperatures dropped to freezing and it began to rain!

It began to rain ICE!

Now, if you have ever lived or traveled in Texas you know that people down here freak all the way out if they even predict snow or icy weather...

On the way back to Dallas that night I made it about 40 miles to Kingwood, a Northern Houston suburb after three hours of driving before I finally pulled over and checked into a hotel.

With nothing to do but check email, I had a lot of time to go over my notes from the mastermind meeting and think.

Then I started mulling around an idea...

What if?

What if we combined the viral marketing power of Facebook, with the viral marketing techniques we used to launch the Death Of AdSense report and then figured out a way to run custom automated recurring webinars right inside someones Facebook account?

In theory, this would create a complete traffic generation, prospecting and presentation tool right inside someones Facebook account and allow them to market any product online without ever having to buy a domain, get a hosting account or learn Internet marketing!

So, as usual, I picked up the phone and called Todd!



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It took Todd less than a week to get all the main components built and tested and within a few more weeks we launched FBWebinars into the Internet marketing community!



It was a very powerful and very viral original technology that solved multiple challenges at the same time for internet Marketers.

**And it sold very well.**

**Far better than we ever expected...**

We used the FBWebinars viral platform to sell the FBWebinars software so potential customers got to experience the product in action and because it created viral traffic within a few days we were bringing in between five and six thousand dollars a day!

We had just struck gold again with a brand new product but there was one thing that was very interesting.

Within just a few days, most of our sales were no longer coming from our lists, or our JV partners or our affiliates... **they were coming from our customers!**



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You see, each time we made a new sale we instantly made each customer an affiliate of the product. Then just by using the product, in this case holding webinars that played inside a visitors Facebook account, our customers started to accidentally create sales.

Just below the webinar presentation itself was a small "Powered By FBWebinars" logo and when one of their webinar attendees clicked on the logo and saw how we were presenting inside Facebook they became intrigued and purchased and our customer made a sale.

Simply by using our product "in public" our customers instantly became our greatest sales force.

This special kind of customer was yet another piece of the puzzle that we were finally about to solve...

## 23: The Perfect Customer

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We have already talked about the type of products that can lead to income with lifestyle.

By using a consumable or recurring purchase product we can start to separate ourselves from the generation of our income.

With the FBWebinars product we proved once again, just like we had proven in the Death of AdSense campaign, that selling our product to this special kind of customer resulted in Leveraged Residual Income!

The secret to creating a **Leveraged Residual income**, or an income that grows without our efforts is **OPT**.

OPT stands for "Other Peoples Time."

In 2011 I did a training on viral marketing to a group of about 2000 high level entrepreneurs here in Dallas.

During the training there was one key idea I wanted them all to take with them and I told them that if they were to simply apply this idea to whatever business they were involved in that they would have the secret to viral marketing.

It was the same secret to finding those special customers that can lead you to a Leveraged Residual Income!

**Here is the secret:** "One lead never equals one lead, and one sale never equals one sale!"

When we launched the Death of AdSense campaign and generated 35,000 subscribers in just three weeks, and when we launched FBWebinars and got to over \$5,000 a day in sales in just a few days, we simply applied the secret to viral marketing each time we created a lead or made a sale.

Think about this for a second.

A regular customer is someone who has purchased something from you at least once.

A better customer is someone who purchases a product from you over and over again each month.



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The ultimate customer is the one who purchases a product from you over and over again each month and is also paid to use your product by earning commissions when they refer it to others or simply use your product "in public."

Let me explain.

Typically in Internet marketing when you purchase a product on a website that's the end of the story unless you proactively look around for what's usually a well-hidden link to an application to become an affiliate.

If that seller then at some later date permits you to be an affiliate, you can then start marketing that product for a commission.

This is basic affiliate marketing and the way almost all Internet Marketers get their start just like I did as an affiliate for HomeGain!

However, most product sellers go to great lengths to vet their potential affiliates making them jump through hoops and only allowing a small percentage of their customers in to the affiliate program.

That's just stupid!

Isn't money green? Do I care who I pay a commission to if it results in the same amount of new income for me regardless of who referred the new customer?

No, I do not!

Every one of our customers 100 percent instantly became an affiliate even before they knew it. On the thank you page after their purchase it told them not only thank you but oh by the way, here is your specially coded affiliate link, send it to your friends and we will pay you a 50 percent commission.

The only requirement to earn affiliate commission was that they were a current customer. A current customer who pays for the use of the FBWebinars software each month.

We had just eliminated competition and created the perfect customer!

Lets take a look at a hypothetical situation.

One of my friends sells a nutrition product online.



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It's a fish oil supplement that contains all the great omega 3's 6's and whatever other numbers beneficial omegas have.

I don't know the details of the product but I do know that in 2013, US consumers bought \$1.2 billion in fish oil supplements.

**Thats billion with a "B"! In fish oil!**

My friend carved out one small piece of that market and sells over one million dollars a month of his brand of fish oil online.

There are hundreds of companies that make fish oil supplements, so hypothetically let's assume you are concerned about your health and realize the major cardiovascular benefits of fish oil supplementation.

What brand do you take?

Do you become a product expert analyzing each and every ingredient in each product then decide based on months of research what brand to take?

Do you do research on nutrition manufacturers and quality of ingredients and manufacturing standards and the source of the ingredients?

Do you buy a bottle at your local market or health food store based on a pretty label?

Do you buy based on price and get the least expensive one on the shelf?

Do you go for the one that has the flashiest website or best advertising campaign or coolest commercial?

No matter what method you use to decide what fish oil to buy, I bet I can get you to buy mine instead! Now, let me ask you a question...

If I showed you a fish oil product that was similar in quality, similar in price, made by a reputable company, was similar in the quality and quantity of ingredients and that gave you similar health benefits, would you buy my brand if I paid you \$250 a month to take the \$25 bottle of my fish oil?

Of course you would!



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And that is the secret to creating the perfect customer.

Pay them and continue to pay them to use, and continue to use your products through commissions they earn when they simply refer others to your brand even if that is as simple as a specially coded link they shared on facebook when they purchased it for the first time.

If the only requirement your customer has to earn the \$250 a month in referral commissions was to continue to purchase and use your brand over all others, does competition or price matter?

NO!

As long as your product is similar in quality, it can even be slightly more expensive, or even dramatically more expensive if concerns over the cost of the product or it's competition are eliminated with a sweet little check each month for \$250!

So does this perfect customer model work?

Have you heard of Dropbox?

Dropbox is a service that gives you free cloud-based storage and allows you to store files in the cloud that can then be accessed from any one of your computers, smartphones or tablets and allows you to share photos and files with friends, family and business partners.

Dropbox went from 100,000 users to more than 4 million users in fewer than two years without spending a dime on advertising all through word-of-mouth referrals.

Here is how they did it.

When they first launched their cost to acquire a new customer was as high as \$388 for a product that sold for \$99 and as I always say you cant make that up in volume!

Then they changed their strategy.

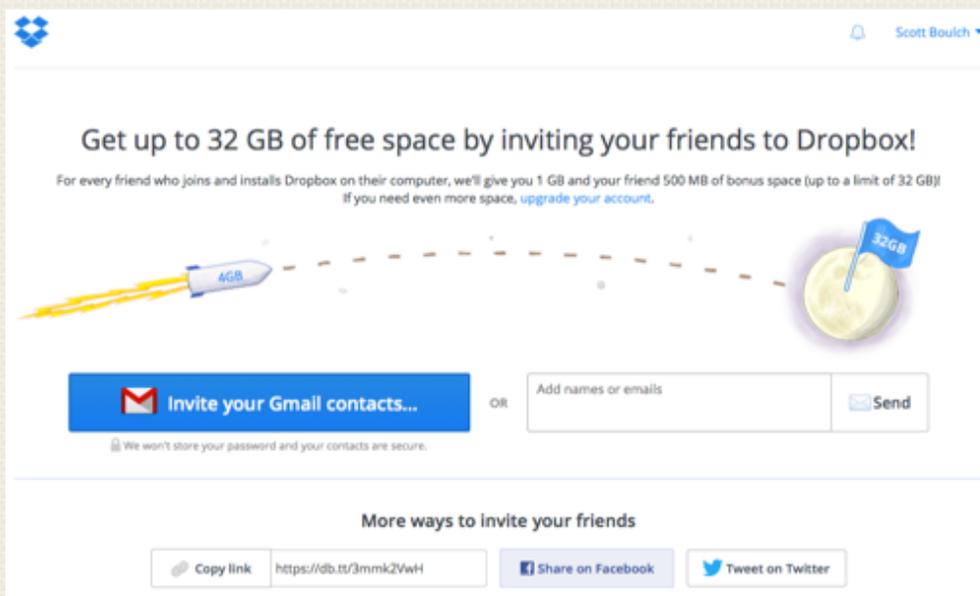


They started giving away free accounts and storage space, then made it extremely easy to refer your friends to get a free account and free storage space, and each time a friend would get their own free account, Dropbox gave you more free storage space.

### **Sounds a lot like the Death of AdSense campaign doesn't it?**

Their product like a lot of products is awesome but you don't realize you need it until you try it for yourself then it's hard to live without!

Once customers became fans with their free sample a huge percentage of them upgraded to a premium account.



Dropbox had just created the **Perfect Customer** and also created **Leveraged Residual Income!**

They are selling monthly and yearly plans at a record pace and they did it all without spending a dime on advertising.

They created a loyal customer who in effect gets paid in storage space to refer their friends.



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In the process they are kicking their competitors butts and are about to be one of the biggest IPOs in the tech space as I write this. Currently Dropbox claims to have over 200 million users.

**The best customer in the world is a customer who is paid to use your product.**

But it's not just about the money. Have you heard about the secret menu at In-N-Out Burger?

Loyal customers share inside secrets about items not available to the general public on the regular menu boards.

Those lucky enough to get in on the secret menu can order their burgers "Animal Style" or order "The Flying Dutchman."

In-N-Out Burger arguably has one of the most loyal fan base of customers in the industry, partly due to the fact that the customers are in on the game.

They are more than just customers, they are insiders. Just like a customer who starts to be compensated to use your product.

Once they have a vested interest and skin in the game they go from a customer, to a loyal customer to a rabid fan to a full on business partner.

Soon the majority of your sales and income are coming from customers not advertising or promotion. Also the mere fact that you can earn income by using the product becomes a selling point in itself.

So is this bribery bad? Is there something unethical about paying customers to chose your brand over another?

Just take a look at the cell phone industry. They bribe us every day to get on and stay on their plans with shiny new smartphones either free or at massive discounts.

Making your customer your business partner is the secret to separating yourself from the creation of your income, and it's the secret to starting an income stream that not only continues, but grows with or without you.

## 24: The 50/2 vs. 2/50 Principal



Now that we know we need a minimum \$100,000 income, and we know how to make that income residual in nature with a residually purchased product, and now that we know how to create a leveraged residual income by making our customer our business partner, lets take a look at how we solve the second part of the equation, living a life less ordinary, or lifestyle!

If you could sit down with a blank sheet of paper and write down what your perfect day would be like, given that time or money was not an issue, what would it look like?

I bet spending even one more day of your life in a cubicle, working for someone else or worrying about money would never make its way onto the page.

By the way, I have done this and the exercise of creating your perfect day then internalizing it by reading it each night before you go to bed and again each morning when you first awake can and will change your life.

Twenty years after I wrote down my perfect day I'm still amazed at ow much of what I wrote down is now an actual part of every day of my life.

By now you can tell that we are designing the perfect business if such a thing existed, and while nothing is ever 100 percent perfect our goal again is to get you into and keep you in that small 3 percent of people who make it and keep it and just as importantly have the lifestyle that goes with it.

Lets start with the 50/2 and 2/50 principal!

Somewhere along the way in the United States someone decided that working 50 weeks of the year was a normal thing to do, and that two weeks of vacation would be plenty of time off for the average worker.

Who made up this crazy rule?

Hats off to our European friends who build in long breaks each day and extended periods of vacation. They are way ahead of us in the US.

From the employers side I don't fault them for wanting the 50 and 2 rule, but as a human being, we only have one life to live and there are no second chances.

Just think of how much of your life has been wasted so far doing things you have to do rather things you want to do.



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People who never in a million years would dream of suicide think nothing of throwing away hours of their life commuting to work an hour each way five or six days a week 50 weeks a year.

Do you know what that means?

That means you spend 10 hours a week or 500 hours per year stuck in traffic. If you work for someone else and have to commute this way by the time you would retire after 40 years of work you would have thrown away 20,000 hours of your life commuting.

Do you know what 20,000 hours equals?

It's 833 days... or over two years of your life!

Two years that could have been spent with your family or fiends or doing the things you love. How much would you pay for two extra years if you found out today was your last day?

And what about the two weeks vacation we are all supposed to take?

What a joke!

I don't know anyone with a job and a family that actually gets to spend those days on a real vacation.

Between obligations with the kids and family and sick days, special events that require time off, weddings and funerals or even things as simple as taking a few hours off work here and there to meet a home repair person, the fantasy of lying on the beach uninterrupted for two consecutive weeks just doesn't happen for the average person.

What if you could take two weeks off in a row? Many employers don't allow you to take large chunks of time all at once and silently and subtly frown on employees that try such a thing.

In a dicey economy most employees are afraid to jeopardize their jobs by being absent for two weeks in a row when there are so many of their coworkers willing to work with no vacation and work extra hours on top of it.

Things have definitely gone wrong with our relationship to work.



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Things in your life that you truly enjoy should be repetitive and recur often and automatically while things that you do not enjoy should be done occasionally be episodic and not repeat.

We have already talked about measuring lifestyle by reducing the amount of time spent working to create your income down to the lowest number possible.

I'm working towards the 2 and 50 plan or 14 days a year where I have to do things I did not chose or would not choose to do.

So is this unrealistic?

Not at all...

The Internet makes this a reality and while I'm not a fan of thinking about work while you are on vacation or thinking about vacation when you should be working, if you were able to spend the majority of your time each year doing things you enjoy and create and grow your income in the process, mixing the two can be a joy.

You will never feel deprived taking an hour out of your day to login and check a few stats and push a few buttons if the rest of the day is spent surfing, four-wheeling through the jungle, zip lining, horseback riding or just making sure you never miss a sunset standing beside the people you love with your toes in the sand.

Work ceases to feel like work when its surrounded by so much free time.

Ask me how I know this!

Can the average person do this, or even the average business owner?

Honestly - No!

But as a 3%er who also focuses their energy towards building a lifestyle-driven income it's more than possible - it's a reality.

In 2013 I traveled extensively. It started in San Francisco, then Austin, then Houston, then Los Angeles, then back to San Francisco, then off to Costa Rica for a month, then St. Louis, Idaho Falls, then Sweden for a week, then Budapest a month later for another week.



### **My View From the House in Santa Teresa Costa Rica**

Do you know the one thing every trip had in common? I was doing something I loved and the entire time I was away my income not only continued without me it grew without me!

Even on those rare occasions when I checked into my business here and there on a conference call or short webinar, or answered a few emails, it was such a small percentage of the time that it never felt like work at all.

Combine that with the fact that I love what I'm doing to generate income and the reality of life feeling as if it were on the 2 and 50 plan is already here.

Not only that but building the kind of business I'm building today allows me to be virtually anywhere in the world and still get in a few hours of work here and there.

Our lives are truly global and because of this new entrepreneurial alchemy that's been created by combining two business models into something new, we can now work anywhere we choose that has an Internet connection.

I'm no longer tied to a desk or any single geographical location. My business is truly everywhere I go but only when I want it to be.

Along the way I have found that if you want a business that never feels like work, it's just as important to eliminate things from your business that you don't like as much as it is to make sure it includes all the things you do like.

If we are to build a perfect business that has the lifestyle to go with it, the key is taking our new business model and then eliminating everything from it that we don't want to do or don't feel like doing or anything that takes our time away from enjoying life.

## 25: It Takes a Team to Win the Game

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Congratulations you are now the official CEO and president of your new business venture. Oh and go grab a mop, one of your customers just threw up in Aisle 3 and you also happen to be the janitor!

When starting any new business its important to avoid the traps that most Entrepreneurs find themselves in after they get a new business up and running that ruin the lifestyle they had hoped to find.

Too many times entrepreneurs forget about all the little things that have to happen to keep a business running, things that because they are a small startup business, they are forced as owners to do themselves.

Kind of like thinking you are about to be the proud owner of a shiny new franchise only to find out a few weeks later that you are stuck behind the counter making sandwiches till midnight every night with a bunch of less-than-enthusiastic teenagers!

Plus, there are things that we as entrepreneurs are just bad at and have no business doing in the first place.

Bringing a product or service to market and creating an income has many moving parts and while generating the income is the fun part, if you get the not-so-fun parts wrong it can kill your entire business.

Things like customer service, dealing with merchant account issues, refunds, chargebacks, shipping and product fulfillment, hiring and managing employees, legal issues, accounting issues, taxes and withholding issues, compliance and liability issues and the list goes on and on.

If we are honest with ourselves we really just like being creative and going out and marketing to find customers and making money. We would rather have someone, anyone do all the rest of the things we hate to do, so we can focus on the fun.

Until recently when Todd and I found this new model, we spent most of our time dealing with these types of issues.

None of that activity makes any money for our business and every minute we spend dealing with them costs us precious time and ruins our lifestyle in the process.



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Also, if you are like most entrepreneurs you work yourself out of a job by dedicating a few hours a week at first to grow a new business until the income can at least replace your current income.

With so little time and so few hours, and given that making money is the only thing that makes money, not the resulting maintenance issues that we hate, then whats the solution?

Hire employees?

Again, just shoot me in the head.

If you have ever managed employees then you already know that the only thing worse than having a boss is having employees.

And a lot of it is our fault!

As entrepreneurs we expect people to use their instincts, to make decisions, to take action and get things done with little to no instruction or supervision. To be in effect little Mini-Me's.

Here is the problem... that's not how employees think! They are like children who need to be told what to do, shown how to do it, then corrected when they forget or simply don't follow instructions. Since its not their business, they are not self-motivated to help the business grow.

You have to bribe them with income and provide them with lots of lets just call it "external" motivation either positive or negative or both.

And frankly we are not patient people. Persistent, yes but entrepreneurs as a breed want it done right the first time and they want it done yesterday!

However, all that being said, someone needs to be there to handle all the things that we cannot or will not or the things that we will screw up so badly we shouldn't be involved in the first place.

So your business needs people.

There just has to be a better way than simply hiring employees and thankfully there is. There is a way to partner with a third-party company that can do all the things we hate to do freeing us up to just go make income.



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They can clean up Aisle 3 and handle the messes and we get to go do what we do best, make it rain and create new income!

In a minute Ill tell you just what types of companies handle this mess for you and how to chose a good one, but for now just know that you can put down the mop.

There is one other point when it comes to working with people thats worth mentioning here.

Even though dealing with employees is no fun, after spending years of my life sitting alone in front of a computer screen I can also tell you that it's not fun working all by yourself.

While it's true that Todd and I talk over Skype sometimes for hours at a time some days, we still basically work alone.

On the other hand, when you are with a team of like-minded entrepreneurs all building a business together it creates amazing synergy!

Thats one of the reasons I value the mastermind groups that I'm part of, and after being self-employed now for over twenty years, most of my high-quality friends are entrepreneurs and business owners.

We just relate well to each other and are always there to help one another succeed.

The list of friends we are making all over the world is growing and hanging out with other successful people has made for much better friendships and a whole lot more fun in the process.

Just try hanging out in Las Vegas with a group of thirty or so friends who all earn in excess of a million dollars per year... It's epic!

Ask me how I know this.

Creating the lifestyle you want along with your income comes down to this:

**How do you want to spend each day and who do you want to spend it with?**



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Assuming we have your new business and income set up correctly to allow you to have the lifestyle that goes with it, its truly your choice.

Do you want to travel the world and make money along the way. No problem. Do you want to live on a remote beach and forget what day of the week it is for a few years? Got it. How about starting your own charitable foundation then funding it with your own money and spending most of your time helping others? Sure thing.

Once you have grown your income to the amount you want, then separated yourself from the generation of that income you can now live life any way and anywhere you choose.

So if these things have to be done by someone, and since that someone shouldn't be you and I as entrepreneurs, and since we also really dislike and are not good at managing employees, then who in the world will do this crap for us?

Outsourcers? Not a chance!

The last thing we want is a bunch of virtual employees in the Philippines that because of times zones, distance and cultural differences are even harder to manage, even if they are inexpensive to hire...

That kind of outsourcing while affordable still requires you to be a good manager of people and that takes time.

Instead, I'm talking about identifying entire organizations that are already setup to do the dirty work for you.

And I also don't mean franchising.

While franchising handles the global requirements of a business like national advertising or product design, you are still stuck with the day-to-day operations.

It's only by dumping off 100 percent of the things we don't like to do or are not good at doing onto a third party that you can finally have the lifestyle you want along with your new income.

Then that frees you up to do the things in your business you like best and the things that are also your highest and best use of your time, marketing and acquiring new customers.



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Listen, don't feel bad about pawning off the things you don't like to do.

As you will soon see there are several organizations that can and will take all the things off your plate for you so you can focus on income generation and lying on the beach, if thats your definition of lifestyle.

Take a look at the charts on the following two pages.

The first chart is just a partial list of things that need to be in place for a large profitable business, and other than the very first item, Marketing and Customer Acquisition none of them are things that we as entrepreneurs like to do.

Then look at what happens when we partner with one of those unique companies that handle all the dirty work for us, and add automation to the one thing that we should be doing.

It's magic!

# Before Automation and Offloading



Necessary Functions	Automated Functions	Offload to a third party
Marketing & Customer Acquisition		
Product Creation & Development		
Product Manufacturing		
Warehousing & Inventory Management		
Shipping And Customs		
Merchanting & Collections		
Customer Service		
Refunds and Chargebacks		
Market Research And Development		
Human Resources And Employee Relations		
Legal and Compliance		
International Expansion		
Payroll and Commissions		
Product Liability And Insurance		
Design And Creative		
Systems and Technical Support		
Administrative		
Accounting		
Public Relations		
Training And Education		
Facilities Management		
Start Up Cost And Financing		

# After Automation and Offloading



Necessary Functions	Automated Functions	Offload to a third party
	Marketing & Customer Acquisition	
		Product Creation & Development
		Product Manufacturing
		Warehousing & Inventory Management
		Shipping And Customs
		Merchanting & Collections
		Customer Service
		Refunds and Chargebacks
		Market Research And Development
		Human Resources And Employee Relations
		Legal and Compliance
		International Expansion
		Payroll and Commissions
		Product Liability And Insurance
		Design And Creative
		Systems and Technical Support
		Administrative
		Accounting
		Public Relations
		Training And Education
		Facilities Management
		Start Up Cost And Financing

## 26: And the Winner Is...



It's easy to measure **Personal Net Income**, but now we need a tool to measure lifestyle.

Going back to the time and money equation, by first selecting the right type of product or service for your business, one that runs out every month or is paid for over and over again by the same customer, you create **Residual Income**.

Todd and I have been focused on residual income our entire careers.

If you think back to the Click Flipping software we sold, our customers paid us each month for continued access.

We spent the money to create the product one time, then found our 350 or so customers one time, then stopped acquiring new customers but the income still came in.

If you have to keep spending time each month to maintain your income, by constantly finding new customers once again your lifestyle suffers.

A few months ago, I was getting ready to present to one of my mastermind groups and I came up with a formula to determine how well you are doing on the lifestyle side of the equation.

This time lets look at income generation from the opposite side. Going back to our example of \$100,000 a year in personal net income, let's assume that at that point you are completely happy with the amount of income you are making.

Now we need a way to measure our **Lifestyle**. For now let's simplify and call lifestyle the amount of time spent **Not Working** while still maintaining your income goal.

Assuming your income has grown to the point where you are completely satisfied the new question then becomes **"What's the least amount of time I can spend each month on my business and still maintain my income?"**

Let's use an example of two entrepreneurs each of whom have met their residual income goals.

Bob has built a business that earns him \$20,000 a month in personal net income and Samantha has built a business that pays her \$8,333 a month in personal net income.



Who wins? Bob?

Not if we factor lifestyle into the equation.

Let's assume that Bob spends around 10 hours a week or around 40 hours per month on his business, but Samantha only spends 2 hours a week to earn her income.

Now who wins?

Let's do the math!

Taking Bobs \$20,000 a month in personal net income divided by the number of hours he spends working each month we see that Bobs business pays him \$500 per hour of work.

Bobs doing really well!

Now let's look at Samantha. Given that she only works about 2 hours a week or 8 hours per month Samantha's business pays her over \$1,041 dollars per hour worked.

Samantha just kicked Bobs butt!

Her income is more than twice as leveraged and passive and residual as Bob's.

Samantha has more leverage, she has more time off and assuming she's happy with the total amount of income she's earning, on the whole Samantha has a better lifestyle because she has 32 more hours each month to spend on living, not at working!

Remember for this example lifestyle equals the amount of time you are not working, while still maintaing the income you desire.

Now we have a way to measure the **Lifestyle** that goes along with income.

If we take this example to the extreme, lets assume that the minimum you can possibly work in a given month is one hour.

Maybe thats just the time it takes to open the mailbox, grab your check and drive it to the bank if your still old-school enough not to have direct deposit.



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Your income would be 100 percent passive and residual in nature. You would be the ultimate winner of the lifestyle game assuming the total amount of your income was sufficient.

You have now satisfied the rule of never work for your income since other than cashing your check, there is no work involved at all in generating it.

Congratulations you win!

You have completely separated yourself from your income.

But is that as good as it gets? Not a chance!

What if when you get back from your month off in Costa Rica your check is still there in the mailbox but gosh darn it, it's bigger than last months!

This is the kind of income that I make, and that Todd makes, and as long as its created once, and as long as the boulder stays at the top of the mountain once you get it there, you're finished.

You have Stopped the Rock and in the process generated a "**Life Less Ordinary**" with the time, the money and the freedom to live how you choose.

This is possible, and this can happen for you with our help. Whether it's a six or seven-figure income you choose to create, once it's made you will have the lifestyle to go with it.

**Now it's time - time for the Entrepreneurial Alchemy!**

# **Entrepreneurial Alchemy**

## 27: You are Being Tested



Yes, you are being tested, and congratulations...

If you have made it this far into Stop the Rock then you have passed the first test.

As I said in the beginning I realize that the majority of people that pick up this book will never make it this far, but you did! Congratulations, it's about to pay off.

That is of course assuming you didn't skip ahead to this part of the book and if you did it will be blatantly apparent when and if we ever speak or you speak to one of my dream team of six and seven-figure-income business partners.

So if you cheated, turn back now and finish the first two sections of Stop the Rock and then come back here when you are ready - ready for an offer that you can't, or at least shouldn't refuse!

**First off let me restate that neither I nor anyone on my team wants your money.**

**We don't need it...**

You will not be paying anyone of us a single penny, so relax and read on.

I do want to make you an offer you can't refuse, and you will see why I say that in just a second.

But speaking of offers...

For years, ever since I first started selling products, trainings and coaching I've had potential customers make me an offer that until now, I've always refused.

Their offer usually went something like this...

"I love your (software, system, training, coaching, etc...) but I don't have the money to purchase it right now, so I have a proposal for you! Please give me the (product in question or access or training) for free, then I will be your best student and use it to make a new income and I will pay you back from the money I make using your product."



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Over the years I've had dozens and dozens of potential customers approach me and make basically that same offer.

As a product seller I bet you can see the huge hole in this proposal!

Remember only 3 percent of people are successful at any entrepreneurial endeavor.

If I were to give away whatever it was I was selling, and then depend on others success for my income I would go broke quickly.

By the way, the number one reason people fail if you remember is that they don't show up for work. It's not as you might guess from any fault of the products or trainings they purchase.

They simply fail to act on the information.

However, again assuming you didn't cheat, we already know you are not the kind of person that fails to act. The simple fact you have read this far proves you have enough motivation to find the answers and the desire to earn that six or seven-figure income for the last time.

So let me ask you a question...

### **What if?**

What if for the first time I said yes to an offer like that and gave you all the tools, training and software you need to be successful, and then went further and told you that even after you have created success and created as much income as you want, that you would still pay nothing to me or my team ever?

What if I went even further and told you that the team of people I have put together each makes at least a mid six-figure income but the majority make seven-figure incomes and that together all of us as a team would personally coach you and train you UNTIL you achieved the level of success that you desire, and still, you will never pay us a dime in the process?

What if we agree to work with you step by step UNTIL you get into the 3 percent and stay there?

Does this sound to good to be true?



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Don't worry just in case you think theres some sort of hidden agenda or undisclosed payment you need to send us somewhere down the road - theres not!

But make no mistake, we will be paid, and paid very well. Just not by you!

We have partnered with a company owned by two separate billion-dollar net worth families that will be taking care of paying us.

So assume just for a second that I did make you this offer, and that I can prove to you over the next few pages that if you pass the next test and then accept the offer that you will get to that six or seven-figure income and have the lifestyle to go with it?

What If I told you that the only way for me or anyone on my team to be compensated at all for our time and effort was If and Only If we help you create the income and lifestyle you desire first?

Given that our team of high-level earners is not willing to fail, and certainly not willing to work for free, then if you are chosen to work with our team, doesn't it then make logical sense that you in fact would succeed as well?

The fact is that all of this is true. We cannot win until you do.

It's the perfect win-win scenario!

You see we don't need your money. In fact, our team members as I said already make incredible incomes across multiple industries.

In addition to Todd and I, we have team members who have created their wealth selling nutritionals, stock trading advice, software solutions, mobile apps, Internet marketing advice and training, personal coaching, lead sales, information products, commodities trading, FOREX, real estate, personal development and hypnotherapy.

There are many more, even one member who sells millions of dollars of toner and ink cartridges online, more than anyone in the world!

One of the key players on our team started and grew one of the largest and fastest-growing companies in Europe that did over \$250 million dollars in sales before he sold it and retired to the beaches of Dubai at age 40.



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When you pass the final test, you will have a chance to meet, learn from and work with our entire team.

There is an old saying that your income is the average of the three people you hang around most!

Do the math! Isn't it true for you as well?

What if instead of your current income number, you had the chance to hang around a team of entrepreneurs from every imaginable industry all who have created massive personal net incomes, and who are more than happy to help you join them in the ranks of the highest income earners in the world?

Any one of these hyper-successful people would be a great teacher and mentor to any entrepreneur.

Even if you could hire them to coach you personally, and in most cases you cant, each would charge you well in excess of \$10,000 a day for their time simply because based on their income, that's what their time is worth!

Working together as part of our team, you can be surrounded by success. There is nothing that can stop you from succeeding at that point except YOU.

**Now I bet there is a burning question that's starting to bug you at this point...**

Why? Why would these six and seven-figure earners with net worths in the millions agree to work with you for free or at any price for that matter?

The answers are simple: while currently successful, some of them were also tired of starting over and wanted to create a permanent income stream. Some had grown huge companies and were ready to focus on magnifying their personal net incomes. All of them were ready to create an income focusing on what they were best at, while letting someone else do the dirty work.

And finally, they all saw what Todd and I saw, and what you are about to see.

Recognizing that this entrepreneurial alchemy was about to create an entirely new business model, they all wanted to be part of it, and they wanted to be first!



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I have one more question for you... Assuming again that I can prove to you that what we are about to teach you does in fact work, and creates the income and lifestyle you want, do you care?

Do you care how it's made?

Assuming of course that it's 100 percent legal, ethical, and even fun... **Do You Care?**

If I told you that a year from now, that you and the members of this team will be celebrating... sitting on a beach together in Dubai, after having helped you create more income than you ever thought possible, an income that you will never have to recreate that will live on with or without you, and that gives you as much time and freedom of choice with your day as you desire...

Do you care how you make it?

I know I didn't care, I wanted the results and was willing to do just about anything to stop starting over and to start living life!

Imagine how excited I was once I realized that not only was this new business model going to create both the income and the lifestyle we had been waiting for, that it was going to allow us to get back on top and stay there, that it was also going to take advantage of an automation tool that we had already built years earlier, and that it was going to be more fun than anything we had been involved with in years!

Over the next few pages I'm going to lay out a plan for you, show you exactly what this new hybrid business model is and what it is that you will be doing each day to make your goals a reality and how it can all be done online from anywhere in the world.

Let's see if you pass the next test...

So... what exactly is this new perfect business model?

## 28: The Perfect Business

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**So all we need is...** a business model with little to no startup cost and zero ongoing risk, that has the ability to create a significant, permanent, recurring, passive, leveraged residual personal net income, of at least \$100,000 a year that's based on a consumable recurring purchase product that addresses an almost universal need in a large global market with permanent demand, with a special kind of customer that eliminates any concern over competition, that leverages the talent of a team of people but does not require employees, payroll, overhead, customer service, admin, product creation, fulfillment, or merchandising, that allows us to do what we love most by growing a business and the income from that business then allows us to separate ourselves from the generation of that income and once the income is built not only continues but continues to grow with or without us, and in the process allows us the freedom and lifestyle to work as much or as little as we choose from anywhere in the world with an Internet connection, and at the same time puts us and keeps us permanently in the 3 percent of successful entrepreneurs so we never have to start over again.

Well this should be easy LOL!

So you might be asking yourself, "What possible single business model can accomplish all this?"

Well, I've got more bad news... There is none!

However, a combination of multiple business models, along with the leverage and power of automation can.

Now it's time for some entrepreneurial alchemy!

We found a method to accomplish all this and more by combining multiple industries and business models that have all been around a long time into something new that has never existed before then adding automation to leverage the solution.

And like any good lab experiment, sometimes things explode!

When you combine two or more things for the first time, you can either create something new and amazing or things can explode in your face.

Before we created something amazing in 2013 we had a few explosions along the way. In fact we started testing our entrepreneurial alchemy all the way back in 2008, and it's taken five years to perfect the formula.



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And the results are in!

We have now helped create a new category of business opportunity and here are just a few of the results that you can begin to capitalize on just a few minutes and a few pages from now.

This new business model creates long-term permanent residual leveraged income so you never have to start over again. It even has a retirement type of income built into it!

It's built on a product category that arguably has one of the largest mass market appeals regardless of the country you live in so there is literally an entire world of potential customers.

Products in this category run out every month so you don't have to constantly find new customers and...

It's built by finding those special customers who are paid to use and refer your products so things like pricing and competition are not a factor even though the products are in one of the most competitive markets.

The combination of recurring orders and special customers creates a leveraged recurring income that can not only continue, but can also grow with or without you.

Because the income continues once it's been built the majority of your time is spent raising your income not supporting your existing income.

We have also fully automated the marketing and customer acquisition functions using the Internet so that even the area of building a business that we love most is highly leveraged and portable. You will actually get to see the software and automation in action in just a minute.

You can literally work in this business model from anywhere in the world with an Internet connection and customers can be located in over 50 countries.

There is even a charitable component to the model that allows you to earn income while feeding hungry children, but more on that in a second...

The final piece of the puzzle that's taken five years to find was offloading all the dirty work. The answer came from a very unexpected source... and it all started with a Skype message from Dubai!

## 29: But I Don't Know Anybody in Dubai



In 2011 a friend of mine from one of my master mind groups called me and asked me if I would like to speak to his group of entrepreneurs who were meeting in Dallas that July.

I don't speak very often anymore but always enjoy the chance to teach what we have learned about making money to other entrepreneurs.

So I told him I would love to and then asked what I should speak on, and he replied, "Oh whatever you want." So I asked, "Well, who will be in the audience?"

And he replied, "Oh a little bit of everybody from all parts of the world and in all types of business models."

Not a lot to go on...

So having no clear guidance I decided to teach Viral Marketing and then just tell my story.

During my 30 minutes onstage I went through my background and then taught some free viral marketing lessons.

By the way if you would like to check it out it's on my blog. But beware, even though we have built a few amazing brands online, my own blog is almost empty and very basic. Kinda like the plumber with the leaky faucet at home, I work on my own site last.

This particular event had a lot of big-name speakers like Steve Wozniak of Apple, who told the entire Apple startup story.

Stedman Graham spoke and I made the mistake of mentioning Oprah onstage in front him but it got a good laugh.

Then there was my friend and one of our seven-figure team members Jeff who donated \$50,000 to the St Jude's Cancer Research Center, just to sing "Every Rose Has Its Thorn" on Stage with Bret Michaels!

The event was a blast but somehow out of the twenty-five or so speakers that weekend, I came in third as best reviewed and I am NOT a great speaker.

I think the reason my talk was well-received was that this room was full of entrepreneurs who could all identify with my starting-over stories.



Click Here to Watch the Video ==> <http://www.stopherock.com/str/4>

Remember when I was blindly going along flipping real estate for Homevestors and all the while ignoring the fact that my website was getting thousands of leads a month?

**"Life will repeat the lessons until you learn them!"**

I posted this video on my blog a few months after the presentation and kind of forgot about it... and then apparently... it went viral.

You would think that after teaching viral marketing, then posting a video about viral marketing I should pay more attention to my own brands and consider that this video may go viral!

Once again opportunity came out of nowhere or in this case Dubai!

But, I don't know anybody in Dubai!

So when I got the Skype messages and the emails I honestly ignored them for a few days.



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Sound familiar?

Then finally I responded to Mark.

Mark is a German expat that had retired at the age of forty and moved to Dubai to live on the beach in the lap of luxury, to get out of the snow and live in a tropical climate.

Mark had started, grew then sold Europe's largest and fastest-growing direct marketing company.

In the last year before Mark sold the company and retired to Dubai, they did \$250 million in sales!

Once again I almost cost myself a lot of money but after repeated attempts Mark got ahold of me and we had our first Skype call.

Mark had found the video on my website and listened to the training I did at the Mega Partnering event.

In his early retirement Mark was also playing around with Internet marketing and followed some of the top people in the industry who eventually led him to my site and the video presentation.

During the presentation there was about 10 seconds as I was showing the various brands we had developed that I quickly mentioned our Sales Funnel Automator software. (In just a second you will get to see that software in action!)

Mark insisted that I needed to get on a plane and fly to Idaho Falls to meet a man named Kirk Hansen.

He told me there was a massive opportunity to partner with Kirk's company and that they were doing something unique in their industry by combining three different business models into one and that our automation platform was one of the keys to tying it all together.

Mark set up the meeting and told me he was going to fly in from Dubai for the meeting as well.

So in early 2013 I bought a ticket to Idaho Falls, and I went even deeper down the rabbit hole and what I found there changed everything.

## 30: I Almost Missed It

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You would probably agree that jumping on a plane to the middle of nowhere in Idaho to meet a man you have never met, who owned a company you've never heard of, based on a thirty-minute Skype conversation with another man you have never met from Dubai might seem like a leap of faith... and you're right.

I remember having a conversation with Todd and wondering if this was going to be a complete waste of time.

Once again I should have known by now and by now you should have seen that based on my own experience these little odd coincidences are the things that lead to fortunes and are the very things that should not be ignored.

Like finding this book for instance. I'm betting it was referred to you by another entrepreneur, maybe even someone you have never met, and you might be asking yourself what kind of rabbit hole have you gotten yourself into.

If you have read this far then let me tell you, at the bottom of the rabbit hole is where all the gold is hidden!

And that is exactly what I found when I landed in Idaho Falls. But I almost didn't make it.

In my entire life I've never missed a flight. There have been a few close calls but as I left for the airport that day I noticed that I had marked down my arrival time in my calendar as my departure time.

My flight was rolling down the tarmac as I walked out my front door!

Was this a sign? Was I supposed to just skip this one and save the time money and distraction of another trip in my already overloaded schedule?

Entrepreneurs are supposed to be open-minded but sometimes cant you just feel your inner skeptic keeping you from the very thing that can make all the difference?

Thank God, I fell on my sword and made some very embarrassing apologies and rebooked the flight for the next morning.



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A few hours after landing in Idaho Falls, I realized why Mark was so insistent that I meet Kirk Hansen and learn about his company, I realized why he would fly all the way from Dubai a 36-hour trip just for this meeting and I realized Kirk had the missing piece of the puzzle that Todd and I had been searching for all these years.

I learned that Kirk was not only the chairman of the board of the company, but that he was also part of a second-generation oil and gas company that like Mark's former company did hundreds of millions of dollars in sales each year.

Kirk's family the Hansens had also expanded into commercial real estate, restaurants and hotels and as we stepped out of one of the company Escalades on the way to dinner our first night, Mark told me to look at a mountain range far off in the distance.

Then he told me that Kirk's family owned almost everything from the restaurant to the mountain range.

Everyone else at the table ordered baked potatoes and kind of smiled at each other when I explained that I was cutting back on carbs and would be skipping the potato. Little did I know...

It turns out that Kirks new company was also jointly owned by another second-generation family business: Idaho Potato Farmers!

No that's not accurate. To call the Taylor family potato famers is like calling Microsoft a small startup company.

Along with their other agricultural crops and Black Angus cattle ranching the Taylor family produces over 500 million potatoes a year, enough to feed everyone in the United States twice.

And enough to feed tens of thousands of children in third-world countries, but Ill get to that in a minute...

It was during dinner that first night I realized how fortunate I was that this random set of circumstances had led me here.

Backed by the combined generational wealth of two of the most influential families in the country, Kirk was about to change an industry, just like Art Williams had!



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Theory is no match for evidence, and opinion is no match for experience!

We have found it!

Or I should say we have built it!

Like some lifelong puzzle over the last 25 years each piece has eventually fallen into place and the picture of the perfect business has appeared.

Along the way we pursued what looked like the entire puzzle that later only turned out to be one of the corners, or a section of the whole picture that was needed to produce the income and the lifestyle we were looking for.

Even entire business models like Internet marketing, real estate investment, network marketing, or affiliate marketing, all looked on the outside like they were a solution but ended up missing a few critical pieces of the puzzle that resulted either in insufficient income, temporary income, income with no lifestyle, or some combination of these.

Many of these business models were close, but in the end proved lacking until we realized that if we could take the best parts and pieces of each industry and combine them into something new, that we could in fact have the perfect business, with the perfect product, and the perfect customer, and the income and lifestyle that we have always wanted.

The hardest part of the equation turned out to be finding a company that would agree to do all our dirty work for us, AND was also willing and able to allow us to automate the one thing that we did enjoy - growing a business!

And thats exactly what Kirk Hansen brought to the table, a company that would do all the dirty work for us, and after seeing our automation solution, allowed us to automate the entire marketing piece of the puzzle applying all the leverage of the Internet to create a new category of opportunity.

The perfect business model now does exist, and it's not a question of if it solves every challenge we have had with other business models. Our experience and evidence has already proven it is the ultimate combination of ingredients.

Now, I have some inside information to share with you...

## 31: Inside Information



I have inside information!

That's the best way I can describe it.

I have found a company to do all of our dirty work for us, so we can spend our time doing what we are best at and we have automated that process so it can be done over the internet from anywhere in the world.

The same automation solution you are about to see in action.

I have found a company that will take care of product creation, labeling, market research and testing, warehousing and shipping, merchandising and collections, customer service and returns and refunds and chargebacks.

I have found a company that will handle affiliate commissions and reporting and human resources and employees, compliance and legal issues, as well as international expansion, import and export regulations, and customs.

I have found a company that in short, will do everything we need to have done for us so that we can focus on building our six or seven-figure income without having to ever deal with any of the parts of a successful business that we dislike.

Imagine the ultimate outsourcing solution that handles everything that's required to grow a massive business leaving only one activity for us to focus on:

**Growing our income by finding that special type of customer that is compensated to use our products.**

Next, we have hired four of the most well-known Internet marketers as consultants to improve on an automation platform that's already been proven to create multiple six-figure incomes by using the Internet and automating the process of finding these special customers.

Now it's time to show you the specific parts and pieces of this new business model, and to lay out a specific plan for you to create and keep a six or seven figure income.

I'm even about to show you a way to earn enough right away to more than cover the average American's two largest expenses, your car and house payment, with just a few hours of time spent online.



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Understand that with our help the only thing preventing you from achieving the same levels of income and lifestyle that our team has is you!

When you see what we see as a group of highly financially successful entrepreneurs, we believe that like us you will agree that together we are about to change an industry.

First, I would like you to meet Kirk Hansen.

Kirk brings the outsourcing organization to the equation and as you will see he has a passion for creating the same kind of opportunities he had in his family's oil and gas business for people like you and me.

Watch this short video and meet Kirk Hansen!



Click Here to Watch the Video ==> <http://www.stoptherock.com/str/5>

The solution Kirk brings to the table was the missing component in this new business model, the ultimate outsourcing solution and the company that handles all the dirty work for us.



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As you have seen, Todd and I have already figured out how to create massive incomes by finding those special kind of customers that are paid to use our products.

And when we combined Kirks company with our automation platform, the Sales Funnel Automator, we created a new category of business opportunity.

One with so much upside potential that it has attracted a team of six and seven-figure high-net-worth individuals to launch it here in the United States.

The same team that you will have the opportunity to meet and work with directly on your own income.

Kirk's company is called Kyäni!



Kyäni means "Strong Medicine" in the language of the Alaskan Indians and it's the name Kirk chose for his new breed of company.

Even as recently as two years ago you might have called Kyäni a network marketing company, but that's no longer what it is....

Kyäni doesn't do what traditional network marketing companies do and as a group of entrepreneurs that have partnered with Kirk's company we don't do what traditional network marketing reps do.

Remember, Todd and I as well as the majority of our dream team are either Internet Marketers or have grown their business empires using the Internet.



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But let me stop for a minute and address the elephant in the room.

People often assume they know what a network marketing company does or how network marketers behave and they believe they know what people involved in those companies do to earn income.

And up until Kyäni, they may have been correct. But that's all changed.

And who can blame them for having preconceived notions about the network marketing industry. I personally agree with most of the criticisms of traditional network marketing companies as well.

You know, typically you learn about a company in the network marketing industry through a random call from a friend or acquaintance who received a similar random call from a friend or acquaintance, and so on...

There's really no rhyme or reason to becoming part of a network marketing company other than that was the company you were asked to look at by someone you know.

And that's a problem!

You would never become part of any business in any other industry like franchising for instance without first doing your homework.

So how are you supposed to know one company from the next, and what companies are financially sound and on the right track vs a company that is destined to fail as most do in the network marketing industry?

If you use the "Well my friends in that one already" method of choosing then you have a strong chance of failure.

But as a vendor to a company, it's just the opposite!

The reason I was in Idaho Falls in the first place was to present our automation solution to Kirk Hansen, a man who over the following months I would come to know, trust, like and respect.

Within minutes of our first meeting we both realized that we had the same mission in mind.



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Kirk was bringing his real-world business skills, background, experience, funding and a history of market domination from his second-generation oil and gas empire, then applying that to create a new category of opportunity starting and growing a brand new empire.

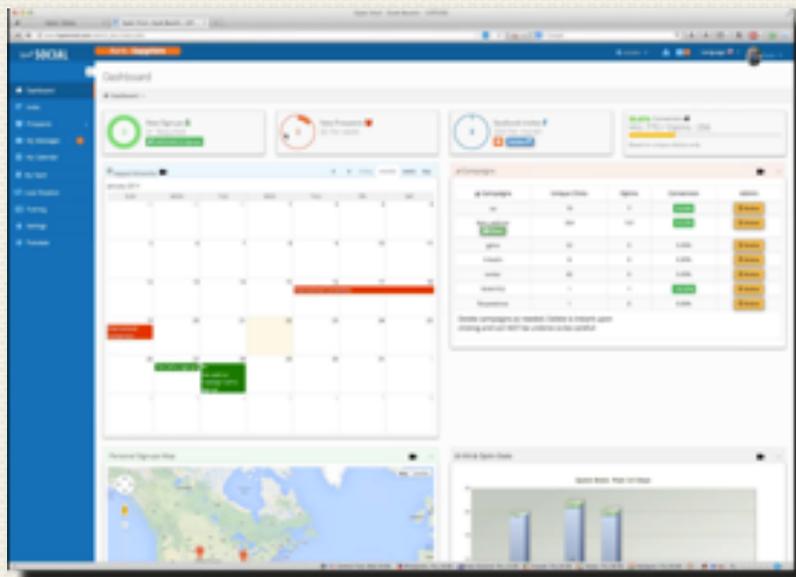
When I met him, Kirk was leading a six-year-old profitable company and was taking the best pieces from the network marketing industry then combining them with the best parts of Internet marketing and retail marketing, then using the leverage and automation of the Internet to dominate the market.

And that's where our software product, the Sales Funnel Automator came in. In Idaho, we went through a quick demo of the latest version of our marketing platform and we both knew we were a perfect match.

Over the next several months we created a win-win agreement to build an even more powerful version of our platform specifically for Kirk's company including all the technology that we had been working on and that we had been using on the Internet marketing side since 2008.

The result is a marketing automation platform that is unlike anything that has ever been created in or out of the network marketing industry.

Take a look at this marketing automation breakthrough... we call it Kyäni Social.



Click Here to Watch the Video ==> <http://www.stoptherock.com/str/6>



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We spent about two months refining and customizing Kyäni Social... then I got on a plane to Europe.

You see Kirk shared with me that while his company as a whole was large and very profitable, and doing business in over 50 countries all over the world, that here in the United States they were still relatively small and unheard of.

In fact the footprint of the company spread so far and so wide across the globe it was a first in the industry that a company this young could be everywhere so early in their growth.



Kirk made the decision to launch our automation platform in Europe first, so a few weeks after our meeting I found myself on a plane to Sweden.

What I found in Sweden, and again in Hungary a few weeks later was the final piece of the puzzle that I have been trying to put together for over 20 years now!

Keep in mind when I first headed to Sweden to present our automation platform and train reps from all over Scandinavia, I was just a vendor to Kirk's company.

Naturally I didn't speak the languages of the six countries that filled the seats at the first event, but the entire event was either presented in dual language using an on stage translator or there were translators set up broadcasting to individual headsets...



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Fortunately for me English is a popular second language in Sweden and so everything went extremely well. In fact I came away from the first meeting realizing that Europeans were even more hungry for opportunity than we are in the United States.

I wonder... have we started to become lazy or complacent here in the U.S.

I can tell you that as events go, this one was first-class.

In my 20-plus year history of being either inside or outside the home-based business world I've seen just about every kind of event you can imagine.

We trained reps from the six countries over the two-day event and there was something different here, but I couldn't quite put my finger on what it was.

I was actually a little envious!

Don't get me wrong, we had created an awesome win-win partnership with Kirk's company as a vendor that has huge financial upside, but I couldn't help feeling as if I was missing out.

It wasn't about the money. I was training reps in Kirk's company to go out and use our automation tools to build a business that I wasn't part of.

Sure I was a vendor and I would have front-row seats as Kirk sent me all over the world to teach his reps how to change an industry but I was still an outsider.

After the weekend event was over, I got a chance to look behind the curtain.

You see, I decided to stick around for a few days, since it's not every day that I get to Sweden, you know what I mean?

Over the next few days I just hung out. I spent time with three of the top income earners in the company who were amazing hosts and I now have the pleasure to call friends.

They showed me all around Gothenburg Sweden, the city where the event was held and I really got a chance to know them on a personal level. During that time I started to realize what it was I was envious of... and it definitely wasn't the money!



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These guys were having a blast and living a lifestyle so far beyond mine it started to drive me crazy.

While I had income, and had created serialized success pushing rocks up hills, they had created a life. They had the **"Life less ordinary"** part of the equation and they certainly had the income. The two of them each earned over a million dollars per year in personal net income. (Just don't get me started on how much the Swedish pay in taxes, it's enough to make you cry!)

I also had time to hang out with some of the corporate staff and saw firsthand that even as employees they were part of a much bigger mission, a mission to change an industry.

I knew that not only was this company going to be huge, and that it was extremely well-funded - I knew that it also was going to be here a very long time.

Long enough for anyone build a massive income and then to retire with.

And I learned how dramatically different they compensated people for creating customers... I can honestly say that all the way back to the day I first saw the network marketing industry in that little insurance office over 20 years earlier that I have never seen any company pay people the way Kyäni does!

But this time it was the lifestyle that kept me up at night.

A month later I was off to Budapest to teach another five countries how to use our marketing automation platform and once again I was blown away.

I was having fun again, and I was working with like-minded entrepreneurs but this time I wasn't sitting behind a computer screen I was out traveling around Europe with them!

My new Swedish friends were back and in Budapest for the event, and this time I had the chance to have dinner with one of the medical advisors to Kyäni, a doctor that helped design their product line.

It was by sheer coincidence that on Saturday night of the event I ended up across the table from Dr. Qutab, and had the chance to see behind the curtain again as he and I had a long conversation about the breakthrough products Kirk's company has created.



I learned about the science, and the huge investment in research and development the company had spent creating three of the most high-tech nutritional products ever to be released to the market.

Dr. Qutab even told me about a medical study that was coming out in January, and while he couldn't give me any specifics that night, he told me what was about to be released could change the health of millions of people.

He was right! In January of 2014 the company released a medical study that was conducted on one of their breakthrough products, Nitro Extreme. Keep in mind this was a study done by a third-party independent research lab on the entire product as a whole, not just one ingredient inside the product.

Legally, since I'm not a doctor I can't talk about the specifics of that medical study here in this book, but let's look at the big picture...

Remember as Kirk just told you in his video, the nutrition industry is a \$650 billion industry that taps into a worldwide need and market demand.

Because they make a measurable difference in someone's health and because they are consumable and customers reorder them every month, it's exactly these type of products that lead to leveraged residual income!

Take a quick look at the products Kyäni has developed for us to market.



Click Here to Watch the Video ==> <http://www.stoptherock.com/str/7>



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Remember my friend I told you about earlier that sells over a million dollars a month of just one fish oil product online? He has done amazing things with that one small product in just over 18 months and earns a tremendous income from it... but you know what?

He doesn't have a business partner like Kyäni so he is also stuck with all the dirty work!

In fact he told me last year in Orlando that he had hired his third lawyer because any small company like his that grows that quickly gets unwanted attention and that he has to keep a team of lawyers on-staff to stay in compliance with all the rules and regulations of selling a nutrition product.

Keep in mind that's just here in the US. Imagine trying to do that in 50 countries!

Here is another piece of inside information: our team has hired the same person that built my friend's million-dollar-a-month online sales funnel for his nutrition product, to build online sales funnels for the Kyäni products.

Back to my trip to Budapest...

I spent a few more days after the event in Budapest just hanging out with some of the friends I had met in Sweden as well as a few new friends including a gentleman from Germany that had just earned a \$500,000 dollar bonus check from Kyäni.

A \$500,000 bonus, for reaching a new promotional level in the compensation structure. Just a little thank you from Kirk for helping grow Europe!

The other thing that kept haunting me as I traveled around Europe teaching reps how to use our automation platform was that very little of the activity was here in the U.S.

I sat sixty feet below Buda Castle during my last night in Budapest with Marcus from Sweden and Dr. Qutab and his wife sipping amazing wines from all over Hungary.

I knew based on our conversation what I had to do, there was no choice. I couldn't miss this once-in-a-career chance to be part of something this big. I wanted in and not just as a vendor!



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There was about to be a land grab. Eventually someone was going to capture the majority of the United States market, and they were going to do it using our automation solution, and I decided who that someone was!

The entire Internet marketing and Network Marketing industries were about to merge into something new and there was no way in hell I was going to miss this, so I flew back home, and on the plane started to write this book, then I made a phone call...

"Hello Todd, it's Scott... We need to talk!"

## **32: Opinion is no Match for Evidence**



It was like back to the future... or DejaVu all over again!

If you watched the Viral Marketing training video I did for the Mega Partnering seminar then you remember I started the training with a story about predetermined outcomes.

Predetermined outcomes are when you just know how the story will end even before it begins...

You see, Todd and I already know the end of this story because years ago all the way back in 2008 we proved that our Sales Funnel Automator product had the power to change an industry.

So when I called Todd after the trip to Budapest and told him that based on everything I had just learned, we had finally found a home and a place to build our last seven-figure income, there was no question that this was about to happen for us.

And it's the same for you!

"Opinion is no match for evidence!"

And we have plenty of evidence that the combination of the correct business partner, combined with the power and leverage of the Internet can and will change the industry, and allow you to succeed right along with us.

So... ask me how I know this...

By 2008 the Click Flipping brand had all but gone away along with the income that went with it.

Todd and I were already looking for a way out of the cycle of success followed by failure and the gut-wrenching task of starting over every few years.

Then we got a phone call...

And like I'm sure you have experienced at some point in your entrepreneurial career it was one of "those" phone calls.

You know they always start out the same...



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“Scott, it’s Sandy, I know we haven’t talked in a while but I just came across a new business and I think you would be perfect for it!”

You can guess what phone call this was cant you?

Sandy was the last boss I had ever had back in 1993 when I moved to Dallas to become a major account rep for a computer products firm. The same company that fired me and the rest of the field sales force ten months later!

“Haven’t talked in a while” was an understatement.

After we all got canned, Sandy moved back to California and then years went by until in an almost-clairvoyant act of timing she sold her house in Orange County just before the bottom fell out of the real estate market.

Then she moved back to Dallas and paid cash for a huge house about half a mile from where I was living with money left over to stick in the bank.

Sandy has always had good timing and I really enjoyed working for her so even after all these years I continued to listen...

She said she wanted to introduce me to a man named Todd Abrams, the CEO of Layered Technologies, a huge hosting company that has a who’s-who of clients including WordPress!

WordPress for God’s sake!

As an Internet marketer this caught my attention so I listened a little longer. Sandy told me that together they had teamed up to grow a company that was “expanding” in the Dallas market, and that she wanted to introduce me to Todd and talk about this new venture.

Now at this point we all know that Sandy is trying to invite me to look at a network marketing company.

She knew my history and that years before I had been in that industry so like everyone else I know that gets into an MLM I immediately get a call.

But in this case I listened for two reasons.



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Sandy not only had great timing in the real estate market, her husband has also just sold a company for \$43 million to Best Buy, so she clearly didn't need the money.

And Todd Abrams was not just the CEO but also part-owner of a \$63 million hosting company!

Listen, if you remember I ignored the emails from Chelsea at HomeGain for over four months and that ended up costing me over \$100,000 in lost profit.

If there's one universal lesson I've learned about entrepreneurship, it's that you should always keep an open mind and take a look at how other people are making money.

Even if it ends up being something you are not personally interested in pursuing as it was eventually in this case, you can always learn something that could lead you to a fortune down the road.

And in this case it did!

But not until we found Kyäni in 2013... So back to 2008.

A few days later I found myself on an airplane to Charlotte North Carolina to meet the owners of a very old company ACN.

ACN was a network marketing company right out of the 1990s! Old school was an understatement. They sold long-distance plans and cell phones through network marketing.

I had seen this company before, so to say I was skeptical was also an understatement.

There was no way I was going to start wearing suits and trying to invite people to the local Ramada Inn to see a business opportunity.

And that is exactly what I told Robert, one of the owners of ACN, after spending the day with him in Charlotte.

But I had an idea!



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I told Robert that Todd and I, and this time I'm talking about my business partner Todd, were Internet Marketers and that for us to go back to that old school way of making money was ridiculous!

But I asked Robert if it would be OK if we tried and experiment!

I told him we would go back to Dallas and that Todd and I would use the internet and technology to automate the recruiting process of building a team and finding new customers and distributors.

It was our belief back then in 2008 that the combination of the viral marketing techniques and Internet marketing knowledge we learned since leaving the network marketing industry, combined with old-school MLM would create something new that could change the industry.

And we were right.

So we flew back to Dallas, and six weeks later after almost nonstop coding on Todds part we launched a new technology we called the Sales Funnel Automator.

The first night we launched this new technology we sponsored 53 people into the ACN company, then on the second day we sponsored 152 new people, and then all hell broke loose!

In just nine months we were promoted over and over again in the ACN compensation structure working from our homes on our laptops and not once inviting anyone to a hotel meeting to see an "opportunity!"

Our experiment had worked and worked so well... We had a small explosion!

You see, other reps inside the ACN company also noticed our rapid success, and they were not happy.

We achieved ranks and incomes so quickly that we became hated by other reps who had spent years getting to the same level we had achieved in just nine short months. They believed and they were correct that we had an unfair advantage!

So much so that reps who were part of other people's organizations in ACN wanted to quit and re-sponsor under us just to get access to our marketing technology.



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This immediately caused major problems and we were repeatedly shut down by the ACN compliance department, when other reps would call in to complain that we were using the "Internet" to build the ACN business!

So I would politely inform the compliance department that the OWNER of the dam company told me personally this was OK.

They would check with the owner, then we would be back in business after wasting days or weeks, then the cycle would repeat.

Yes at ACN it was the blind leading the blind and their "marketing expert" a woman they hired right out of college from Australia not only couldn't market her way out of a paper bag, she was shocked to learn that we were "forcing people to create an account" before showing them information about the ACN opportunity.

It's as if this was some form of voodoo magic we were trying to pull on prospects.

Now let me stop just a second here and remind you that this was 2008.

What she was talking about was a simple opt-in squeeze page! And this was their marketing department expert!

Our new and rapidly growing organization of reps was growing like wildfire and they too suffered because each time the compliance department called and shut us down we had to pull down the software and wait grinding our growth to a halt!

Yes this was yet another time that the rock had rolled over us, but as I said we keep learning along the way.

What we learned by this experience was that we could in fact combine two industries, Network Marketing, and Internet marketing to create something new and amazing.

Growing an income and a group with this new model and our technology had never been so quick and so easy.

We also learned that not only was ACN not a good partner, that in 2008 the industry of network marketing as a whole was still trapped in the 80s and 90s.



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We saw countless examples of companies at the corporate level fighting and kicking and screaming against the use of the internet.

This was not just ACN, as we learned it was the entire industry.

Through our experience we learned about reps from all sorts of network marketing companies who were losing their distributorships because they "got caught" using the Internet to promote their business!

As crazy as this sounds given that this was 2008 and 2009, it's true!

But here is the good news:

We had proven beyond all doubt that automating the process produced rapid results and rapid income without any of the traditional negatives associated with traditional network marketing.

We were simply too early!

We had to wait for the industry to grow up, then we had to wait until we found the perfect partner, Kyäni.

The reason we know that our team will dominate the market, and that you can with our help succeed at achieving your income and lifestyle goals is that we have already done it.

We did it in a hostile environment with the parent company fighting us at every step and still created rapid six-figure incomes.

Now that we have found a partner that's not only willing to support us, but who is also leading the charge to transform the industry, it's no longer a question of if this will work, only who will reap the rewards.

This predetermined outcome is the reason many of our key team members joined us. They are all friends of mine and knew about our past success and that now that we had found the perfect corporate partner, they too were not willing to miss this one-time land grab that's about to happen here in the United States.

Now, let's talk about a specific plan to get you paid, and see if you are the right person for our team.

## 33: The Numbers Don't Lie



First let talk about what it is we do to generate income in this new business model.

If you haven't already go back and watch the video where I show you the Kyäni Social system in action.

Unlike what you might expect, you will not be calling your friends and family to try to drag them to some hotel room to see an "opportunity." In fact, you won't be talking to anyone that doesn't want to talk to you first.

Remember that and memorize it because it is the foundation of how we change the experience of building this income.

"Never talk to anyone that doesn't want to talk to you first!"

Instead, we will simply be sharing information using the Internet and the Kyäni Social automation platform to expose "potentially" interested prospects to information about the Kyäni products and business opportunity online.

Then they will tell us if they want to know more before we ever talk to them live ensuring that you only talk to people that want to talk to you first.

As you saw in the video, simply by using our Facebook Inviter tool you can with the click of a mouse button send a highly personalized message to your friends on Facebook for instance.

Keep in mind, this is just one of the dozens of ways that our automation platform allows you to expose potentially interested prospects to both the product and the opportunity to earn income.

In fact, you can even use a specially designed website to give this book away for free and then let the book to do the work to educate and screen potential prospects!

Stop the Rock is actually part of a screening process and one way we test prospects.

Remember a few chapters ago when I said you are being tested?

Chances are you were given a link to this book by another entrepreneur, or one of our team members, but notice you haven't talked to anyone on the phone yet!



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And in fact you won't be talking to anyone on our team unless you pass the final test!

So what is this final test?

Imagine for a minute that you shared a specially coded link with other entrepreneurs that led them back to your own branded website and that stamped your information at the bottom of the book when your prospects downloaded it.

The same branded information you see at the bottom of this page and every page in the book!

Then your potential prospects would either pass or fail the test based on their actions. Simply put most people will not make it this far and will not ever finish reading *Stop the Rock*.

And that is exactly what we want!

You see we don't want or need everyone to join us.

We only want a special few that prove they are open and willing to learn from our team of experts, and who are at a point in their career where they are ready to make a six or seven-figure income for that last time, even if it's their first time!

Actually if you remember we are looking for that special kind of customer who not only uses our product, but that also wants to get paid, and in this case paid very well to share it with others.

So how many people do we want?

What if I told you that you could create the income and lifestyle you desire simply by sharing information like this, then letting the majority of prospects weed themselves out of the running so that when it all boils down you end up with just three committed business partners?

Just three!

How many free copies of this book do you think you would have to give away to find just three? Ten? A hundred? Three hundred?



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What if as you saw in the video, you spent just ten minutes a day and used the Facebook inviter tool to invite just ten people a day to look at this business model?

Ten a day for a month is 300 total invitations that you would have sent out!

Do you think that 10 percent might have an interest? What if only one out of a hundred made it this far through the Stop the Rock Book and like you recognized the opportunity that was sitting in front of them, just like you have!

Just 3 out of 300 that pass the test!

Pretty simple right?

Now you may be asking how is it possible to create a six much less a seven-figure income with just three of these special customers?

Let me walk you through the numbers that will make you lose sleep tonight.

First, it's important to note that Kyäni has no "breakage" in their compensation model.

Breakage is the difference between what you could theoretically get paid, and what you actually get paid and its one of the hidden skeletons with almost every other company in the traditional network marketing industry.

Remember in our example that all these perfect customers would have to do to get paid is use and continue to use the product?

Kyäni's only requirement to get paid on the volume of products you help create is that you create \$100 in personal qualifying volume each month.

For almost everyone in the Kyäni company and certainly knowing what I know about the Kyäni products for myself, that \$100 a month is my own product order.

That's it! No tricks or hidden requirements, or gotchas in the compensation plan, just be an active customer by creating \$100 in qualifying volume!

Now, could that volume come from a regular retail customer?

Of course it can!



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Remember, we will be using the Internet to market products on a purely retail basis to customers, not selling products out of our garage or trunk of our car!

Just like Amazon, you will have your very own online shopping cart and product sales funnels to promote retail sales.

Remember several members on our team sell millions of dollars of retail products online each year and we have hired the same people to design and optimize the online selling process that they use.

Do you think it's possible that you could generate just \$100 a month in sales ever? Of course you can!

There is no limit to the amount of retail sales you can make and you earn a retail commission on each sale made through your online shopping cart.

Once you learn and experience the Kyäni Nutricutical products for yourself, you will certainly want to be a customer and if you are like most of our team you will find your own order more than covers your only compensation plan requirement.

So, now that you are qualified, how do you earn income?

It's all about volume, but not your volume!

Once you partner with us and Kyäni, there is no limit to how much retail volume you can create, and no limit to the residual retail income that can create through your website. But keep in mind, we are after a **Leveraged Residual Income!**

And **Leverage** begins when you identify as few as three special customers who not only want to use the Kyäni products, but also earn income promoting them with you as a member of your team.

Before we start talking about getting to a six or seven-figure income, on the following page is a short video that walks you through a simple, point, click and share system and an example of how you can quickly earn enough to cover your house payment and car payment with the Kyäni compensation model.

Now I realize that for most of you, earning enough to cover your house and car payment might not excite you, but that amount of money dramatically changes the financial health for the majority of the population of the United States.



Check out the short video then we will talk about scaling up to the six or even seven-figure incomes.



Click Here to Watch the Video ==> <http://www.stoptherock.com/str/8>

It's that simple!

Find three, then help them get their three each and as those nine are in the process of finding their three, you would be promoted to the Sapphire rank in the compensation plan.

Sapphires earn an average monthly income of \$2,115. Also by just maintaining your Sapphire status in your second month you qualify for a new Audi A4, \$1,000 down payment and \$500 towards your monthly car payment.

I was able to generate over \$20,000 in volume in my first two weeks alone!

Creating wealth and massive income with the proper business model isn't about you finding thousands of one-time purchase customers like my friend who sells fish oil online, it's about you finding as few as three team members who are committed to using and recommending the product to others, then duplicating that process and using the leverage of other peoples time to expand your income.



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Also you might have noticed helping members of your team use products, market products online, and adding new team members who do the same thing is the only thing that creates volume.

Since we are all paid on volume, helping you grow your business by growing your volume is the only way for us to raise our income and earn more.

We can't make more until we help you earn income, and that's why our team of six and seven-figure earners is willing to teach you, coach you and help you every step of the way, UNTIL you reach your goals. In doing so Kyäni, not you, will pay us massive rewards.

Maybe you are wondering why we are using the example of just finding three team members each.

There is no limit to the number of team members you can add to your organization and each time you do, you increase the amount of **Leveraged Residual Income** you earn and the speed at which you earn it.

While it's possible to maximize the compensation plan at Kyäni simply by adding just three team members and duplicating that process throughout your team, none of us will be stopping at just three.

With the power of our online presentation and automation systems and the virtually unlimited leverage and number of potential prospects and customers, my team and I will be adding thousands of new team members over time.

Here's the interesting part: since Kyäni only requires that we start three reps and help them grow over time, on our team we create a win-win result by placing our fourth, fifth, sixth team member and so on underneath the first three to join our team and building depth not width.

That way the volume created by those additional reps helps not only us but can help you too.

As we all work together to grow our three team members volume, the total volume in the organization determines the percentage you can earn on that volume. As your organizations volume grows, your potential percentage of payment on that organizations volume grows as well.



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Kyäni uses a PayGate system that is unique in the industry and one of the main reasons people earn the kinds of incomes they do working with Kyäni.

It's possible to earn as much as 44 percent of the commissionable volume of your organization in the PayGate system alone... but it doesn't stop there!

There is an even bigger reason that so many high-level earners were attracted to Kyäni and joined our team.

We literally get paid to help you make money through the Kyäni check matching bonus system.

Let's assume that you and I start working together. I add you to my Kyäni team and together we start sifting and sorting looking for new team members by inviting them to read this book, attend a webinar online or look at one of our automated presentation funnels.

At the Sapphire recognition level and above Kyäni starts to pay us a check-matching bonus system.

That means that if I help you get to a \$10,000 monthly income, Kyäni will pay me a \$1,500 bonus each month for helping you earn that income. The more you make, the more I make and it doesn't stop there...

If I helped one of your team members earn a \$10,000 monthly income, not only would you earn a \$1,500 monthly bonus, I would also earn a \$1,000 monthly bonus!

I'm not only paid to help you earn income, I'm paid to help you earn income when you help your team members earn income and based on your rank in the Kyäni compensation plan, you can earn these check-matching bonuses down nine generations of team members.



## GENERATION CHECK MATCH

Qualify to earn a percent of every PayGate check in your Sponsor Tree downline.

	Sapphire	Ruby	Emerald	Diamond	Blue Diamond	Green Diamond	Purple Diamond	Red Diamond	Double Red Diamond
1	15%	15%	15%	15%	15%	15%	15%	15%	15%
2	10%	10%	10%	10%	10%	10%	10%	10%	10%
3		10%	10%	10%	10%	10%	10%	10%	10%
4			5%	5%	5%	5%	5%	5%	5%
5				5%	5%	5%	5%	5%	5%
6					4%	4%	4%	4%	4%
7						3%	3%	3%	3%
8							2%	2%	2%
9								1%	1%

It's easy to see how a six or now seven-figure income is possible here, and why so may people that are financially connected to you are willing to help you make money.

In addition to the PayGate income that allows new reps to make significant income and the check-matching bonuses that allow true wealth creation, even your dream car bonus increases as you achieve higher ranks from \$500 to \$1,200, to \$2,500 to \$5000 and maxes out at \$10,000 a month.



**Let Us  
Make the Payment**

Drive Your Dream Car Program \$500 - 5000/mo

**Kyani**



At higher levels reps actually buy multiple cars, boats and motorhomes as part of the program, like the boat my friend Manfred is about to buy!

Without getting into great detail Kyäni also gives you promotion bonuses along the way as you achieve higher ranks starting with a \$5,000 bonus, then a \$25,000 bonus, then a \$100,000 bonus then a \$500,000 bonus like Manfred earned while I was in Budapest!

OK, we have talked about how to get to the point where you can cover your car payment and house payment, and we have talked about the big-picture numbers of what's possible, but what about the averages?

Based on the recognition rank achieved here are the published average monthly earnings for Kyäni reps on just the first 6 of the 13 possible promotion levels.



As if that wasn't enough, Kyäni once again broke away from the traditional network marketing industry with a new kind of compensation.

KV! KV stands for Kyäni "**K**are **V**olume"

Imagine this: Kyäni has created the biggest win-win compensation bonus I have ever seen by building in a long-term payoff that is built up automatically and is waiting for you as you near retirement age.



Kyäni sets aside a percentage of your entire organizations volume into a loyalty account each month and it grows until you reach the age of 60! At 60 and assuming you have been Kyäni partner for at least 5 years, you have the option to start receiving your total accumulated amount in even payments over a 5-year period, or to leave it in and each year you do Kyäni will ad a 10 percent bonus to the total amount in your loyalty account.

Now you are not just creating wealth and separating yourself from the generation and growth of your income the company will even build in a long term security blanket for you!

This loyalty account can accumulate as long as you like and is always eventually paid out even if thats to your spouse or children or estate if you die.

Once again I've never seen anything like this in any other company and once again it proves that Kyäni is dedicated to break the traditional mold by creating a new kind of business model.



Click Here to Watch the Video ==> <http://www.stoptherock.com/str/9>

The bottom line to the Kyäni compensation package is that more than 50 percent of revenues are paid back to us in the field simply for finding customers, and building a team that creates product volume.



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That means that Kyäni has agreed to do all the hard work and bear all the expenses of all those tasks we don't like to deal with for less than half giving us the lions share of the revenue.

One other thing: because there is no breakage in the compensation plan as we discussed earlier, the real payout in Kyäni is dramatically higher than other companies that still follow the old-school network marketing methods.

In the company that I spent nearly ten years in, \$100,000 dollars in monthly organizational volume would net me on average \$7,500.

The same organizational volume here in Kyäni puts you at the Diamond recognition level and as we have seen, Diamonds average over \$15,000 in monthly income.

That's over twice as much!

I have never seen a more lucrative compensation structure from any business model especially when you consider you have zero overhead and that Kyäni is absorbing the costs for running the business that we create for us.

And as you will soon see, it's not just about the money.

What if I told you there was a way to earn this kind of income that also allows this kind of lifestyle, and in doing so there was a way to feed starving children in the process?

Now it's time to give back!

## 34: Giving Back

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What if?

**What if you could donate food to starving children and in the process help build your income and your lifestyle at the same time!**

Carl and Linda Taylor represent the other family behind Kyäni.

Along with their Black Angus cattle ranching the Taylors are responsible for one of the largest agricultural businesses in the entire country with over 280,000 acres under management. The Taylor family produces over 500 million potatoes each year.

Enough to feed everyone in the United States twice!

Like Kirk and his wife Rebecca, the Taylors were moved by the people they met during their charity trips to underprivileged countries where they helped build schools for children that had no access to education.

Linda Taylor became especially moved by the widespread hunger problem in these third-world countries when she realized that even with a school to attend, that a huge portion of the children were going hungry each day!

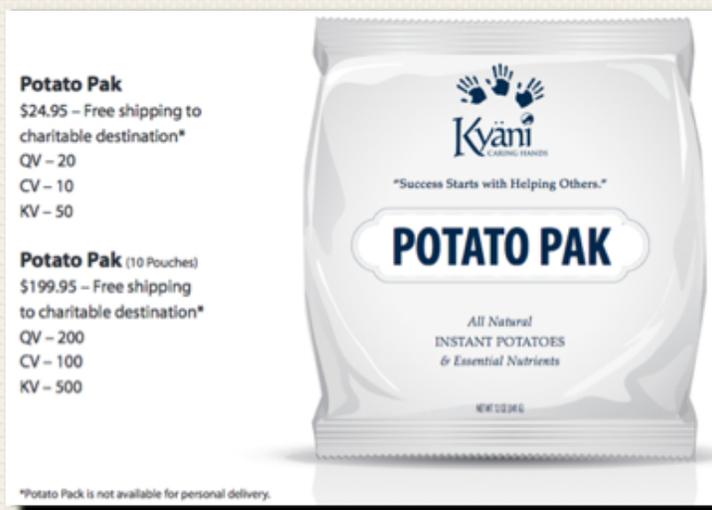
Linda also knew that as owners of one of the largest agricultural groups in the country, they were sitting on millions of pounds of food that could be used to feed these starving children. The problem was getting the food to the right place on the globe.

Shipping potatoes from Idaho to the communities that had the greatest need was not an option; potatoes are just too heavy and would spoil in the process.

Knowing there had to be a solution, Carl worked with some of the brightest engineering minds in the food processing industry, and together they found a way to get the food from Idaho to the communities with the greatest need.



## Introducing the Kyäni Helping Hands Potato Pak!



The Potato Pak provides an all-natural fortified meal source in a convenient and lightweight pouch that can feed an entire family.

With the addition of nutrients and proteins, the Potato Pak provides a great source of nutrition specially suited for a children's caloric intake need.

In a bold move, the Taylors and the Hansens worked together to allow each of us the opportunity to not only give back, but also to help build our own business through charitable donations.



Click Here to Watch the Video ==> <http://www.stoptherock.com/str/10>



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Here is how the program works. As a business partner with Kyäni simply order any quantity of Potato Paks you chose and Kyäni will handle the distribution to the locations with the highest need.

Remember when I said that building an income in Kyäni was all about volume?

By simply purchasing Potato Paks in order to feed underprivileged children, Kyäni will credit you with commissionable product volume and the new KV volume that builds up your long-term income.

As we talked about you only need to have \$100 a month in qualifying volume to remain active in the Kyäni compensation plan.

Although once they learn about the health benefits most reps use enough of the Kyäni nutritional supplements to cover their minimum monthly volume in order to receive a check.

Lets assume that you personally don't use quite \$100 a month for yourself. You could easily make up the difference in volume by making a potentially tax deductible purchase of one or more Potato Paks, qualify for your check and help starving children at the same time.

It's possible that you could create 100 percent of your required \$100 volume completely through the purchase of Potato Paks, or even find one or more sponsors who are willing to donate meals each month to the underprivileged and purchase Potato Paks on their behalf creating a win-win-win situation for the children, you and your donors.

Kyäni has truly made it possible for us to grow a business based on charitable donations and the long-term benefits of this program will changes thousands of children's lives around the world!

## 35: All In

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By the end of 2012 just a little over a year ago I was honestly burnt out to the point where I was doing everything in my life “half assed” as my father would say.

Todd and I were surviving, but not making any significant money to speak of and even though we had multiple potential ideas, brands and products we could launch, we were just plain tired!

We were tired of starting over and tired of spending such an unhealthy amount of time working. We were tired of pushing rocks up hills over and over at the expense of living a life.

My personal life was non-existent; I was out of shape, stressed out and had been single for far too long. I was ready to start living a life less ordinary, not just surviving.

It’s amazing to me now how much your life can change in an instant.

Just by making one decision, an entire cascade of events can occur and change everything in your life in what seems like overnight!

In January of 2013 I traveled to San Francisco to attend an Internet marketing conference, arguably the biggest event each year for Internet Marketers.

It’s a great place to catch up with friends you have from all over the world.

Once you have been an Internet Marketer for any length of time, looking across the audience you know most of the people in the room that have been in the industry more than five years. It seems that you all eventually become friends at some level.

I had fun at the event. I spent time with my longtime friends and quite a bit of time with a woman I had met a few years earlier in one of my mastermind groups.

Something about this particular event made me unusually uncomfortable with my GAP!

The gap is the difference between who you are now if you are honest with yourself, and who you know you could be.



By 2012 my gap was huge.

On the plane ride back to Dallas, I made a decision.

I quickly grabbed a piece of paper and wrote "All In" at the top then began to write my thoughts down as fast as I could.

Thinking about the weekends event, and where I was in my life at my age I realized I hadn't been playing all in.

There is a great quote often misattributed to Nelson Mandela that was actually written by Marianne Williamson that reads...

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world."

**"Playing small does not serve the world!"**

In that moment on the plane I made a decision that changed the course of my life once again in so many positive ways it was unimaginable at the time.

I decided to live the rest of my life All In and that I would not waste another day living below my own potential.

**From now on my mantra was "All In!"**

"All In" in life, friendships, romance, business, physically, emotionally, financially, regardless of the consequences.

Literally within days, everything changed.

I began 5:30 am Cross Fit workouts that I am now addicted to and changed my body. I began a long-distance romance and three weeks later she moved in and we started talking marriage.

I refocused our business model and created almost instant financial success, and I was creating new high-quality friendships as I began traveling around the world.



And I found Kyäni, the answer to a puzzle I have been trying to finish my entire adult life, that will now allow me to live the rest of my life less ordinary.

Everything changed with that one decision, to live my life All In!

I can tell you this: All In feels good. When you commit to becoming the person you can be, and stop settling for the person you are, and settling for your current circumstances, you just feel right!

Even before the results of living All In show up, you immediately feel that you are on the right path, and even if it's taken you twenty-five years, you know that finally you are about to win and become the person you should be.

You see I believe everything happens for a reason, and that there are no coincidences.

I believe you found this book for a reason, and that it was not simply by chance that we are now connected even if in some small way.

Life does leave clues, and I was reminded once again that there are no coincidences after I was introduced to Kyäni!

When I arrived in Sweden to the first big training event to teach our Kyäni Social platform, I got a pretty clear signal that I was still on the right track.

We filed into the large auditorium Saturday morning and since I was one of the speakers at the event I grabbed a seat in the front row.

A few minutes later, the music came up, the lights came up and there on the huge screen right in front of me was the logo and design that Kyäni had created for the event.

### **It said simply... All In!**

In an instant halfway around the world every setback and doubt that might still be lingering in my head was reframed and erased.





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I now carry a keychain with this logo on it everywhere I go as a constant reminder that no matter the cost, and against all odds, I am forever.. All In.

In the end it's the only way for me to truly live.

To all my new Kyäni friends, thank you for hitting the re-set button for me, and I can't wait to see you all again soon.

Building this amazing business together has never felt like work and you are truly the kind of friends I want to spend my lifestyle time with.

And to you the reader - would you care to join us?

It's time for your final test!

## 36: If Not Now When?

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Thank you!

Thank you for making it to the end of Stop the rock!

Thank you for putting up with my grammatical and spelling errors and misuse of the English language. I trust you can see past the context and even if in just some small way benefit from the content!

And congratulations are again in order... less than 20 percent of people who pick up a book or course ever consume the content to the end.

Now I'd like to make that offer you cant or shouldn't refuse, then you have a decision to make. And I have one final question for you.

Stop the Rock is in fact not just a book with some of my personal stories and business lessons - it is truly meant to be a screening mechanism.

You see, I know one thing is certain - someone on my team sent you this book!

That is someone I'm personally helping create their own income and lifestyle, and we are both - in fact we are all - here to help you if you are right for us.

When you join our team, you get access to the entire team of people we have assembled to capture the United States market.

And as you saw earlier these aren't just some run-of-the-mill entrepreneurs or opportunity seekers, these are proven six and in most cases seven-figure earners who have all made the decision to team up and build the Kyäni brand here in the United States and eventually around the globe.

None of them need the money; all of them want the lifestyle!

Any one of them could teach you how to push a rock up a hill and make a six-figure income in their own respective business, but together we will help you go where we are going as a group - up the mountain for the last time.

So here is the offer you shouldn't refuse!

Show us you are committed and join our team!



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And when you do we will commit back to you to help you get that boulder up the mountain and push along with you side by side until you earn that six or even seven-figure income for the last time, even if its your first time.

I understand you may have some questions you would like answered and we will be happy to answer all of them for you.

At the bottom of every page in Stop the Rock you see a set of links and contact information for the specific member of my team that invited you to download this book.

Simply click on the link in the footer and you will be taken to a short webinar that we have put together to get all your questions answered.

Then, simply click on the link on that page to get started!

It's a simple and very inexpensive decision. Remember you will never have to pay a dime to me or anyone on my team for our help and commitment to work together with you UNTIL you reach the top!

And to become part of the Kyäni team is just \$599!

The entire process of getting started and joining our team takes less than 15 minutes and you will instantly get access to our automation software and to your very own copy of the Stop the rock website so that you can begin sharing this information with other entrepreneurs by giving away this free book and audio book.

Now, I cant do it for you!

I wish I could make the decision for you but I cant. Only you can make the right decision.

Let me ask you one final question... If not now, then when and if not Kyäni then what?

Whats your plan B if you choose not to join us? When will you ever get direct access to the level of entrepreneurs we have assembled, who are willing to help you absolutely free?



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There is one last video I would like to show you - one that inspires me every day as I make watching it part of my routine in the morning.

It's a short speech by Al Pacino from the Movie Any Given Sunday!

It's a game of inches and we as a team are ready to help you push!



Click Here to Watch the Video ==> <http://www.stoptherock.com/str/11>

**Now... What are you gonna do?**