



Let the Renaissance Begin!

Read this Report ONLY if you can handle the truth!

**Which one of these 6 LIES will
Doom You to Failure in
Your Home Business
IF you Believe them ...**

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

Greetings Opportunity and Truth Seeker,

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

They make it sound so easy don't they? They make it sound like everyone is making money using a simply "System". Yet something inside you says "there's more to this". And while you may *become excited* about the prospects of making more money and actually

creating your designer life, the kind of life you really want; your gut is telling you that something is not completely right.

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

The reasons for this lack of success are many. However when this author surveyed the marketplace, I found that the #1 reason people failed was what they perceived as lack of adequate training and support.

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

The gap is in the truth!

Let me be perfectly clear right now. I love the home business industry because it has changed my life forever in many positive ways. I am one of the very few ... I am an Industry Top Earner, having made multiple 7 figures over the last 3 years because I operated my home business using the blueprint and strategies that are revealed herein.

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

Know this. The home business industry has much to offer including massive prosperity. If it did not hold this possibility, no one would ever get started. Yet, current industry norms are stuck in a time warp of

nostalgic approaches to success, as many of yesterday's successful home business builders are today's opportunity company owners.

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

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

Don't fall Victim to these Six (6) "partial" truths.

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

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

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

The 6 Big Lies

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

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

There is nothing “easy” about earning a 6 figure income. Those that are fortunate enough to generate this level of income working for someone else, know that a 6 figure income via a corporate paycheck comes with a price, a huge personal price. When a company pays you a salary north of 6 figures, you will become an indentured servant, and your employer will expect much from you to justify this level of pay. What’s worse is that it could all be gone in a moment. When it comes to making cuts in an organization, the biggest dollars make the most impact, and are thus scrutinized more closely.

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

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

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

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

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

A very small percentage of individuals that start home businesses are people that have already produced 6 figure results in their lives, and thus believe they can generate this level of income using any vehicle. These people can be decisive and believe they can make that kind of income because they have before.

However, the vast majority of those who sign up in a home business, are those who have not made 6 figures before, and are looking for the “easiest” way they can find to make that kind of income.

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

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

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

Modern industrial automation has proven, systems **are** duplicatable, people are not. We all know that in the corporate world, much capital is expended to upgrade systems of all sorts in the quest to reduce employee costs, improve productivity, and enhance quality.

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

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

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

Rule #1 in any leverage building home business opportunity (or leveraged income opportunity [LIO]), is that you “monetize” your activity by selling products or services to people. So if you took the people out of the equation because of "the simple system", you could make no money. You must have people involved to sell products to.

Rule #2 is that your products are really not your products. Ask yourself, when you review home business programs, are you seeking to buy products, OR are you seeking to make money? That’s right! Why else would you start a business other than to make money?

So while the LIO companies talk about their products, the ones you purchase to “monetize” the distribution chain, why then would they bring the idea of a SYSTEM into the conversation.

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

Opportunity for what? Opportunity to make money, or opportunity to sell the products. In all LIO's, the **real product is selling the opportunity to make money**. Be clear on that, and as we’ll explore a little later in this report, when you *learn to exploit these vehicles with proper strategy*, they become quite profitable indeed.

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

Motivating Factors for LIO Companies.

So why would a home business opportunity company tell you less than the whole truth regarding the system? Because it's not a blatant lie to say that you use their system to make money. You do actually use their "sales process" (otherwise known as "the system" in LIO home based free enterprise). However, what they refer to as "the System" is incomplete. "The System" is really a sub-system, the hub of marketing that particular income vehicle. There is much more to success than the "Simple System".

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

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

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

Lie #3 – Beware of the age old scam disguised as the Make Money Doing Nothing proposal.

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

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

The dead giveaway that you are looking at such a system are claims like NO SELLING, NO CALLING ANYONE, or MAKE MONEY WHILE YOU SLEEP. These advertisements and systems are designed to catch the attention of the weakest "would be entrepreneur" out there. The person that is lazy, has read way too many stories of instant riches on the Internet, and wants their piece of that action, without putting forth the effort to create it.

This con appeals to the "would be" buyer in many ways. For leaders or people who don't mind making their own results happen, they appeal to your sense of doing good for others. The lie is, take the human factors out, and prosperity will happen for everyone. It sounds compassionate doesn't it? It has been PROVEN not to work because the very individuals who are unwilling to do the personal contact work, also lack the personal maturity to take the action to drive traffic to make such a system work.

Think of this idea as a “Wealth By Proxy” [WBP] proposition. Since this author has been in the home business industry since late 2004, I have observed no less than 2 dozen “systems” being offered as an opportunity. These systems are designed to “replicate” themselves by purporting that you get someone else to buy the system (and some

products from an LIO company), after of course doing this (forking over you hard earned cash) yourself.

And it's supposed to be easy money. Just drive traffic, someone else will make your sales, and you will live happily ever after. I have watched the same deception reincarnated during this time with the same outcome every time; over saturation, disenfranchised customers, and ultimately, regulatory intervention. Either the market collapsed or the government shut each and every one of these down in less than a year.

Sure, the people that build and provide these "turnkey marketing systems" make a ton of money, as do a few of the "insiders" who have position in the LIO because of advanced knowledge. Everyone else who signs up is simply giving their money to them. In 100% of the cases, the Top Earner that claims their SYSTEM made them wealthy knows that it was the tons of hard work that made their own success happen, not the system itself.

These types of opportunities are also called G.U.M.P. hunts. G.U.M.P. stands for Good Unsuspecting Money People. And the very nature of these highly unethical enterprises focuses to targeting unsuspecting people with the lie; preying on those with dreams of instant or easy wealth. And even worse still, their real intent is to manipulate your emotional fears or "laziness" by saying someone else is going to make you rich; or someone else is going to make your phone calls for you so they can experience the rejection instead of you.

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

Fraud is a big word. However, let's face it, when the goal is to deceive, and getting paid as the result of that deception, that's the very essence

of fraud. Stay away from these schemes, or run the risk of legal action at worst and a soiled reputation at best. Oh and yes, you will probably loose money too.

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

Of course we want everyone to make money. In most cases though the new entrepreneur is unwilling to put in the work, personal development, and focus required to succeed. And so what begins as good intention, ends in greed as the leaders (the marketers that already have the skills), use the Make Money Doing Nothing (MMDN) Proposition to herd in those without the skills. In this author's opinion, this is intellectually dishonest at best, and down right fraud at worst.

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

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

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

Lie #4 – All you need is X people and you are set.

It doesn't matter which LIO business you are reviewing because each and every one of them will tell you "all you need is X people and you are set". "X" people would be the number of people in the ideal scenario where purely passive or residual income happens.

While for every compensation plan there is a "magic number" that does activate permanent or semi-permanent passive income, the reality is that you require far more people in your business than what is revealed to produce the magic number. Attrition is the #1 leverage killer in every LIO; and you must expect to have way more attrition than the LIO companies and your representative is willing to admit.

Attrition happens for a number of reasons, most of which are out of your control. Most of the individuals that you enroll in an LIO will be out of the business within 90-120 days. Shockingly, most of the individuals you enroll will never even get started marketing their business. This author's experience is that 50% of enrollees never even acquired leads to start building their business, and 25% never even showed up for their initial strategy session (this after spending at least \$1,450 to get started).

Expect another 30% to quit within 90 – 120 days when they experience no financial results. Entrepreneurialism is not for everyone. While everyone who desires to *learn how to succeed* and matches that education with focused consistent effort will succeed; far too many people don't understand what kind of effort and determination is required to generate the financial resources to create their designer life.

Most of your customers come to your business with a JOB mentality, expecting instant gratification for their efforts like they receive every week or 2 on the job in the form of a paycheck. No such gratification exists in the entrepreneurial world, especially for new entrepreneurs.

Experienced entrepreneurs who are willing to commit resources and focused effort certainly have the advantage as they have already learned what "work now, get paid later" really means. In fact the owner

of the company you work for has this mentality or certainly had it when they started their company.

However, the very nature of the home business industry is very different than any other industry out there. Because of this fact you require a strategy; a complete strategy; in order to build cash flow and then profitability. And what this author has discovered is that good ole fashion sound business principles and strategies, when applied to the home business marketplace will produce results. (more on this later)

The reason so few people find success in this industry is that there are very few people that are truly willing to commit, and match that commitment with effort, ongoing personal education and development in order to become the attractor of major success. The good news is that you can, provided you believe you can. The converse is also true; if you don't believe you can, you are right too.

However with that said, you still can hit that magic number in your compensation plan(s) provided you understand the business metrics and your market, and build your business accordingly. When you have a complete business strategy, and you start your business understanding what the strategy is, you will *become confident* as the guesswork is removed from the success equation.

However, do not expect a company or single representative to have a complete solution as their goal is to recruit you, and they typically believe that telling you the least amount possible is the best course of action. How sad!

You have a choice though ... read on!

Lie #5 – All of the training you will ever need is provided.

WOW, free training. It sounds so good to suggest that you will receive a doctorate level education in entrepreneurial success all for FREE.

While most LIO companies in the marketplace provide training on how to use their simple system, most of your training and education will come through trial and error; or baptism by blowtorch.

No company can or will ever provide you all the training you will ever need to be successful, and the suggestion that your up line "mentor" is going to teach you everything that the company doesn't teach you is also unrealistic at best. Here's why.

Why the LIO Company Can't Adequately Train You.

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

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

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

Sure, when you listen to these trainings you may feel like you are getting the whole picture; however, you will quickly learn that you are only getting pieces. Even though these pieces are important, in most cases, by the time you assimilate enough of these pieces together to make sense, too much time has passed, and you have probably either

gone broke buying leads that aren't any good, and wasted your time (and your emotional capital) getting beat up on the phone.

However, the real problem with company provided training is TIME. Stop and think about the jobs you have had, and how for the first days, weeks, and even months you were in 8 hour per day training. You trained until you were competent at the job, and did nothing else until at least minimum competence was attained.

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

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

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

As you learn more and more about exploiting LIO's you will quickly see that leverage is created by building a sales force (organization). This activity is commonly known as recruiting. When marketing LIO's what you are selling is the opportunity itself, and recruiting people into your organization.

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

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

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

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

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

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

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

Lie #6 – Just keep doing the activity and plugging into the System and you will succeed.

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

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

In most cases what you will be directed to do in your business is a process that by itself does not work. And as you realize this truth, it becomes difficult to continue to promote that the system does work because the vast majority of people have real integrity and ethics. That's why as a coach, I frequently hear an entrepreneur say "if I am having this much trouble making money, how am I supposed to tell people that what I am doing is easy or that the system works?"

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

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

In most LIO businesses, top earners are reluctant to reveal their secrets and compromise their own niche. Because of this reluctance, way too many of them will steer you into a direction that is different than what they themselves are doing to generate leads. Even should you buy leads from your sponsor, it is the marketer that generates those leads that benefits the most from them, either as a reseller of leads or an attractive value added component to their own sales proposition.

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

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

There is truth in that statement; however, be prepared to learn what you don't know about marketing and salesmanship in order to achieve the success you desire. Because, there is no simple system where you call leads that someone else generated, invite them to a conference call, and then just collect money that produces results over a long period of time; at least not one that will lead you to massive success.

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

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

If these 6 lies are true, why get started with any LIO?

As previously stated, falling for these 6 lies will doom you to failure ONLY if you don't know that they are in fact lies. When you understand the true strategic success blueprint, and execute it, you will reach your goals. Yes, that is a bold statement. However, in this author's observation, 100% of the people who take their home business very seriously attain life changing results.

Taking your home business very seriously means running it as if you had just borrowed \$1,000,000 to launch it. The motto of ALL successful entrepreneurs is "failure is not an option".

And relax ... because you are about to discover a first of its kind solution that will neutralize these 6 lies and the associated issues by replacing the guesswork and information shortage with comprehensive strategic truth. When you know exactly what to do, when you know exactly what to expect, it becomes far easier to have the success you desire.

What is a scam anyway?

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

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

First let me say this ... you can be near perfect; provide tireless support and training; and execute your business with integrity, compassion, and

a giving, and you will still have unhappy customers that will blame you for their own lack of results. I discovered that even though you work your tail off helping others, there will always be a few that still feel like they didn't get what they wanted, and it's your fault.

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

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

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

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

Also, by this definition, any company that seeks to gain your trust and your business with the full knowledge that what they are saying in their sales process or literature is untrue is conducting a scam. When you

over-simplify what is required to be successful to would be entrepreneurs you could be considered a "scammer".

The Real Source of the "Scammed" Feeling

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

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

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

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

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

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

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

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

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

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

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

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

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

The only way then that you could possibly be scammed is the scenario where you wrongly thought that buying these products would guarantee your income, or that the person that enrolled you in a particular LIO

made promises that they could not keep, or the associate or the LIO company misrepresented what was required to succeed in actually making money.

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

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

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

For those individuals though that see the bigger picture of what these opportunities can really produce in the way of active and passive income; what awaits you is life changing income. All that is required to make your dreams a reality is proper strategy, planning, and execution.

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

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

The leverage in this industry is huge. And what this author learned was that by simply being truthful with your prospects, you convert many

more of them into paying customers as you more quickly and more surely gain their trust. And when you match that with providing them the resources, plan, and support giving them the best chance for success, you can have happy customers who feel like they got their money's worth, regardless of whether they took the action to succeed themselves.

CONCLUSIONS

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

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

The stereo typical view of the industry comes from individuals (marketers) and companies not showing all the cards regarding success, and this has more to do with the fear that people cannot handle the truth. Those that can not handle the truth about success, follow a plan, and take responsibility for their own results do NOT belong in free enterprise.

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

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

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

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

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

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

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

- That making 6 figures is easy.
- That a simple system will bring you massive prosperity.
- That “make money doing nothing” marketing systems are legitimate.
- That all you need is X people to have money just fall from the sky.
- That all the training you will ever need is provided FREE of charge.
- That you should just keep plugging away doing the same thing (and expecting a different outcome).

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

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

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

Home Business 2.0

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

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

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

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

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

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

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

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

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

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

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

Is it your turn?

Will you be the next home based millionaire?

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

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

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

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

That's about to change ...

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

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

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

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

Glossary of Home Business 2.0 Terms

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

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

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

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

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

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

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

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

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

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

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

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

How it all Began

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The Home Business 2.0 Solution

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

What can you expect from the Home Business 2.0 Blueprint?

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

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

Want to learn more?

Call 866-495-2115

Or visit

www.PinnacleIncomeSystems.com