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This guide is to help find out if you are ready to make money online. I know you have heard it all before, but this is something different. Let's get started, my name is Michael Collier but I go by mcbigboy. Why mcbigboy, will let's just say I'm no small boy. I host webinar's and teach people how to make money and I have found a lot of people that say they are ready are just kidding themselves.

I believe in giving credit where credit is due. First let me thank my wife Kathryn and my son Issac, for allowing me the time to do my marketing and work my online business. Without their support it would not be fun and believe me I have lots of fun on the net. A big thanks goes to Michael Eisbrener, not only is he a very good friend, but without his help in proof reading and helping with spelling you would need to get a mind-readers thesaurus to help you read it.

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Risky business

You can't do nothing and expect something to happen. You need to act...to risk spending money to make money. Some businesses only advertise when it's free. The result: most of them end up advertising "Going Out of Business" sales.

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Who should read this guide?

Does anyone want to know if internet marketing is right for them? I know there are lots of people trying to make money online and are not able to do it. One reason is they are not ready. This could be you. You will hear lots of stories about people that have tried and just could not get it to work. They will tell you it's the program and not their fault. When in most cases it is their fault, they are just not ready to do what it takes to make it work.

Are you willing to give me 30 – 60 minutes? Not that it's going to take you that long to read the guide, but I want you to stop and think about what you have read from time to time. You see, I'm testing you. The first rule of the net is that here is no real way to GET RICH QUICK. I don't care how many sites you see or read about it but it just doesn't happen. Remember the rule?

"If it sounds too good to be true it probably is."

That still works today especially on the net. We all have been caught falling for the get rich system. Yes, me too! They just sound so good and I want to believe them. I want to make money now, not 6 months from now. Internet marketing is not like any other JOB (Just Over Broke) Iol. This guide will not show you how to make the money, but I will show you how to get yourself ready to make the money. You may be thinking I can just jump in and start making money. Some will and others will try and try and they never get it. You may be making some money on the net now, but what if I could help you make more money in less time. Did someone say time? It is the one resource we have that when it's gone we cannot get it back.

Do you have the Time!

There was a woman who woke up to find \$86,400 on the pillow next to her. On an attached note was written 'Spend it all or lose it. You will get a new \$86,400 every morning.'

Being she had the shopping gene she was able to spend it all that day easily. Yes, the next day she found the same amount again with the same note. This time she was not able to spend all the cash. And sure enough what she didn't spend disappeared, but again another \$86,400 appeared on her pillow in the morning. This happened every day for the next week. Then one day she woke to find only a note with the words, 'You have 86,400 seconds in a day. When you have spent them they are gone. And you will get a new batch each day from now on.

I told you, I would be testing you. Here are some questions I want you to read out loud and really think about your answer. There is no right or wrong answer. (Reading to yourself out loud in front of a mirror gives you extra credit!)

- How do you spend your time?
- What are willing to give up to make [this] work?
- Are you a self starter?
- Will you do boring tasks to get the work done?
- Can you follow step by step instruction?
- Can you handle others who do not believe in what you are doing?
- Can you live without your crutch for a day or week? (Smokes, Beer, Cokes, Fast Food, Latté, and etc.)
- Can you live without TV?
- Can you give 90 120 days to test it out?
- Can you give 15 20 hours a week?
- Are willing to dig in the couch for lost change?

Please don't think and then forget about each of these questions. I want you to spend some time with each one and find the real answers! Not the quick one you give to your buddy or girlfriend. You may be thinking that a

many of the question are the same thing or close to it. I want you to think about your time, where it goes and what you are doing with it. People tell me all the time they are ready to make money on the net but won't give any time to work the system. The same people make the most noise about how making money on the net doesn't work. The fact is you are going to have to put some time in.

Remember the "On/Off" Switch

You can market more effectively overall by targeting people that have access to the Internet in both your online and offline sales messages. All your advertising should include your website address, email, or auto-responder addresses and the email address to subscribe to your e-zine, newsletter, etc.

Hitch your wagon (and website) to a star

Endorsement marketing is having famous or reputable people recommend your product or service to others. For maximum impact, choose people that have a reason to actually use your product or service: celebrities, star athletes, musicians, respected experts and authorities, etc.

Who are you? Or who do you say you are?

No, I'm not talking about the song from the "Who." What I want to know is what kind of person are you. Here are my four types: Business Owner, Hobbyist, Miracle Worker, and Jumper. Let's start with the Jumper.

This type of person will jump from program to program and never stay long enough to give it a chance to work. They may also jump back and forth from Business Owner to Hobbyist and sometimes to Miracle Worker. We have all met this person from time to time. They do a mean job on a freshly planted garden and nothing ever seems to grow around them. Is this you? If so, you need to take a

good hard look at yourself.

Miracle Workers are people who are trying to make \$2,000 in a week and they have never made any money on the net before, in any time frame. I cringe when I get an email asking me if my program will make them 2k in the next week. I tell them the truth. Unless they have a big roll of money or a big



down line or a huge friendly mailing list they can market to, it is just not going to happen. Now, I know they don't have any money or they would not have asked the question in the first place. Offering programs that make money long term always disappoints them.

The hobbyists are people who come to the net wanting to make money like everyone else but they treat it like a hobby. They work one or two hours one week and then next week they put in 15 hours. It is perfectly ok, if someone wants to do this but the big problem is they want the same kind of pay that the business owner will make. My experience is this type of person works real hard around the time bills are due. After the bills are gone they stop working the program. Then the cycle starts all over again when the bills become due again.

A Business Owner operates like one. If you are here to make the big money, then you want to treat this like any other business. That means you are willing to put some time and money into your advertising and marketing. Yes, I said "Money". Now, before you stop reading this guide let me say we are not talking about a big bank roll. If you were to start up a business offline, look at all the costs: building, transportation, employees, etc. You get the idea. A Business Owner investigates all the different things he will want to do to make his business a success.

Did you find yourself? Are you more of one type than another? I hope by the end of this guide you will know what you want and if a home business is the right place for you to be. I know that not everyone is right for network marketing. I am very glad about that too. We need people to wash our big cars and clean our very big houses.

Give the people what they WANT

Have you heard of the saying, "Find a need and fill it?" That's just complete bullshit! If we only buy what we NEED, there will be no Starbucks, no McDonalds, no BMW and definitely no Rolex! People don't buy what they need; they buy what they want!

Where does all the time go?

At the end of the day have you looked back and can't believe the day is over already? Do you list all the things you want to get done each day but don't make the effort to do them? Is your plate overflowing and is your to do list a year long list already? You and I know that there are some things you have to set aside time to get them done. We all spend time in the john and we take time to eat each day. (Ensuring you spend more time in the john.) We all need sleep, even if I don't, and living on 1 - 3 hours a night guarantees a future burn out. We also need to spend time with our families and don't forget yourself. Many people on the net burn out because they don't take enough time for themselves.

If you want to discover where your time is spent do this analysis for a week. Make a list of each activity you do though out the day. You don't have to list every sub task but list the big ones. Most computers have something like outlook where you may do this easily as a journal. Your day may look something like:

- 6am I got up and did my daily routine.
- 8am out the door to a JOB
- 11am to lunch
- 1pm back to work
- 6pm home again
- 7pm watch TV
- 8pm play with the kids
- 10pm to bed

Now you have a good idea of where your time is spent. Look a bit closer at this list. They said they got up at 6am, but what they really mean is they hit the alarm 4 times before getting out of bed. They then ran to take a shower and grabbed a piece of toast on the way out the door. At work they spend about 20% of the time trying to figure out what to do the rest of the day. I know if you are at work you have to make it look good. There are studies saying most people only put 55% - 60% of their best effort into their work.

They took a 2 hour lunch doing who knows what. (salaried or sales) They watched some TV and then played with the kids when they got home. We all need to spend some time with our families. You can say that is what most of us are doing with our lives. If you do this right, you will find that there are little bits of time we just waste. I know you are telling yourself that you just don't have any time left. The more closely you look at your time the more you can find.

Try, try again.

The three most important things to do to skyrocket sales conversions are: Follow up, follow up, and follow up. Don't let a good prospect go bad. Keep hammering away until they crack.

There's no advertising "section" at Barnes and Noble

"Successful advertisers purposefully start from this premise: people don't want to read advertising." (Victor Schwab)

Why I'm I doing this?

This one question can make you are break you. Let's start noticing that your first answer most likely is for "the MONEY." If that is true I have some bad news for you. You will not make it.

Why? Money is not a good motivator. If it was you would have pockets full of cash. You are going to have to find something that you care enough about that in good times and bad times you keep going. Now I can tell you what it is that drives me and yes money is part of it. We all know that it takes money to live, unless you are going to live in the sticks.

I sum it up in one word "FREEDOM". That may mean different things for you than me. But to be able to go anywhere and buy anything without looking at the cost is real freedom to me. It may be able to spend as much time with your family. Just have enough money to pay your bills or buy that new home. Whatever it is, it must be one that you can see, feel, smell and want bad enough to do whatever it will take.



For me it's all about my family, I want to be able to go and do anything I want when I want. If my son wants to go see a whale I would love to say, ok, in two weeks we will be on the sea. If I want the latest computer stuff, I want to get in when I want it. And I'm willing to do what it takes to get me

there.

I want you to sit down and put some time in to this question. If you keep coming back to money, look harder. We know that money just doesn't work. If you need to sleep on it, do and then continue reading the guide in the morning. Finding your answer(s) will be the first step in making your home business work for you.

Now that you know why you are doing this there are things you can do to help yourself keep it going. One of the easy things you can do is make a dream board. I know the first 100 times I heard this I said it was just junk. But the truth is that when we see the dream board it puts images of what we are doing this for back in our heads. It's easy to get wrapped up in the

day to day tasks that we lose sight of the real reasons we are making the effort for this to work.

Here is how you make a dream board. Find pictures anywhere you can; the net, magazines, newspapers, etc, and put them on a board. You can just hang them on your wall. Some cover their refrigerators with the pictures. I like to have one by my computer and I use some post-it notes in other places around the house. When I look in the mirror in the morning and see a note that says "For my son". That's all I need to do to remind myself the biggest reason I'm doing this.

If marketing isn't your passion...get out now!

Great marketers are fascinated with marketing. We're addicted to the challenge of winning "the game" the same way teenagers are addicted to Playstation.

Your underpants are showing

Instead of scaring people off, revealing your "fatal flaw" and disclosing your negatives" is incredibly persuasive. If you're strapped for cash and give that as a reason for your low, low prices...the "truth" will ring out loud and clear and consumers will come running to answer the call.

What are you willing to give up?

A guy called me and said "I'm sorry for missing your webinar I had to xxxxxxx." I told him that's ok. I got the same line each week, just replace the xxxxxx with a different excuse and you have the whole story. Each time I told him it's ok. The last time he called and again I told him it's ok, he ask why I kept telling him it's Ok. I told him he was just not ready to do this. He then tried to tell me that he was. I simply reminded him of each of the "xxxxxxx" that he had given me. He then tried to tell how important those activities are. You see, he doesn't have a big enough reason to make this work. He wanted the money but is not willing to do what he needed to do.

Let's look at the JOB person. We all have to have money to live day to day. I have done many side line jobs to make the monthly bills while I get my net business going full speed. What is funny to me is that most of the people with a JOB just don't like it. They only do it to put food on the table and a roof over their heads. And they will do this for 30 – 45 years and complain the whole time. It may be the people, the drive, the money, time, etc. but they would not give network marketing 120 days to test drive it.

I look at it this way, if you are going to do something that you don't like, wouldn't you want to do it for only for 5 years and not 40 years. Don't get me wrong because I love network marketing. Every day I find something new to learn and try and it's great to see what happens. Being here I get to meet and play with people from all around the world. I'm no longer tied to only my small place here on planet earth. In my webinar I have people from every corner of the world and it's very cool getting to know them and work with them too. If you would like come and see one of my shows they are free and always live and fresh. You may ask any question and if your answer is not available right away we will get back to you as soon as possible. www.webwizards.us/webinar

This hardest resource to master is "Time." I need to lay out some ground work before we jump into the "Time" thing. The biggest question you may

have is, is it worth it to sacrifice my time? I mean would you be willing to give up 1 -2 hours of sleep each day or give up 1 -2 hours of TV each day or would you be willing to give up 1 -2 hours of family time? Now, you wonder, 'give up my family time?' We will get back to this one in a minute.

The big picture is this, if you where to sacrifice some sleep, TV and family time now to have all the time in the future to do anything you wanted would it be worth it? I'm on a 5 year plan, at the end my son will be 8 years old and when he wants to go and do anything, I will have the means to do it. Yes, I'm giving up some time now looking forward to the future. I believe in 5 years I will only and I mean only have to put in 10 hours or less each week to keeps my business going. Now I will do a lot more knowing that all I will to do then is a max of 10 hours is awesome comfort. Talking with those who have made it almost all people had to put in 40+ hours a week to make it. I look at it like work now and do very little playtime knowing in 5 years I can play all the time. I bet if you were to ask most people if they only had to put in 10 hours a week they would tell you they could do that standing on their head.

I sat down with my wife and we talked about where we wanted to be in 5 years and how we can get there. We know that very few people ever become rich in a JOB. Being rich or having money is not the answer to all things, but it helps to have lots of it. Don't get me wrong, I do spend some time with my family, but I don't' spent as much time as could if I had a JOB. Again it goes back to the reason I'm doing this and it's big enough to keep me going. There are things I get to do because I'm home all the time that other dads just won't have the opportunity to see or do. One of the things I do is go on walks with my son. The time to be together is great and it gives my darling wife some alone time. I can't believe some of the things my son comes up with. He is only 3 but the amount of information he has already is amazing. I can also have some fun with my best friend and wife anytime we want. How many people with a JOB can have this?

Are you a self starter?

Can you work without having someone tell you what to do and when to do it? Can you follow step by step instructions without jumping ahead because you think you know all the answers or because you believe step three is the easiest one to do first? Can you keep yourself on the task at hand? I want you to stop reading and think about these

questions. Can you do boring tasks day after day? Ask yourself if you can do this. Don't just keep reading, really think about it. You may want to ask your better half if you have one, a friend or family member. I will talk about the other half in a bit.

If you think you can do this then go for it. If you don't' keep your JOB and in five years you will think about what could have been and kick yourself. I look back in my life and I see that I had many opportunities knock at my door. I just was not ready for them. It may or may not be your time. You are the only one that can make that call. I need to ask you one last question. Can you work day to day and not see any result for a month? Now in most cases you will see results of some kind much sooner but the truth is there is no get rich quick system out there. You are going to have to put some work each day into your business.

In a JOB you are trading time for money. You work x number of hours and get x units of pay. If you put in 1 hour of time you will get 1 unit of pay. If you put in 40 hours you then make 40 units of pay. It is not the same on the net. You are now trading time for results or I've heard it put life style. You may put in 30, 40, or 60 hours and get no pay. Some of you are saying I know that one. If your want to learn more about internet marketing you will want to watch my "in the jungle" video on YouTube: Video

We can give you all the tools and tasks to do each day but it is up to you to do them. No one is going to check your work. It's funny but a lot of parttime marketers do better than full time people. The part-timers know that

they only have a small amount of time to put to their task so they get to work and stay on it. Full-timers think they have all day to do the same task. They get side tracked easily and at the end of a day ask themselves 'where did the time go?' Remember the story about the rabbit and the turtle? The rabbit thought that because he was so fast he had time to kill. The turtle just keep going one foot at a time. He doesn't' stop and he won the race.

You built it, now use it

Your current and past customer lists are treasure troves waiting to be mined. Work them again and again with new offers, different offers, and better offers. (It's easier than starting fresh with cold prospects!)

Be the guy/gal who keeps on giving

Find out what your ideal customer wants, give it to them, and then keep on giving it to them.

When love ones don't argue.

Boy do I know this one. My in-laws would love me to get a JOB. They have not come right out and said it but you can tell by the questions I get when they call. And yes, they call all the time. So, they just can't see any future, they don't know where you are going. You see, they don't understand it. They condescendingly believe that the only way to make it in life is to have a JOB. I was very lucky because my wife can see where we are going and gives me all the support I need. When my in-laws ask the big question how is your net business going. I just tell them the truth, its going as I thought it would be. I'm doing what it takes to make it.

Friends can be just as bad when it comes to your working an online business. You are going to hear all kinds of crap. They will tell you all about others or they couldn't get it to work. I have some friends that I don't talk about my business with. I know if I do what I am going to get back from them. We are still friends; we just don't talk about this one subject. I have stopped trying to get my family and friends into any program I'm working. I know that they could use the money but they won't do what it takes.

Most people need to see results now, if not sooner. They have learned this before they started school. You get a JOB and in 1 or 2 weeks you get your pay and the pay is for the most part the same each time. In network marketing your pay will come in slow at first and often at different amounts. In fact you may work for a month or two before you see your first payment. Sorry but that is the truth.

Here is what's going to happen in the next 2 to 3 years with me. My family and friends are going to see that I'm making a lot of money and then they will want to get in. Here is the problem, they want to get it where I am and not where I started. I'm going to be sorry to have to tell them that they are going to have to start where I did. Now, I will be able to help them with some short cuts but they are going to have to put the time and work into it

just like I did. I bet they still won't do it. They can see the money but that's all they see.

If you want to learn how to deal with this then you will check into one of Jerry Clarks CD sets that talks about: Murphy's Committee. You all know about Murphy's Law. Jerry says that there is more than one of them out to get you, so he calls them Murphy's Committee. Check out Jerry site, its call Club Rhino and visit <u>Jerry Clark</u> and look under the CD products and you can get a single CD or you can get one of the big CD sets. You will not be disappointed.

People want the magic pill.

People want something automatic and effortless that will solve their problem(s). They want you do it all for them. Don't disappoint them. Make it clear that with you, they don't have to learn or do a damn thing!

Lead them from one step to the next

The purpose of a headline is to capture peoples' attention and compel make them read your FIRST sentence. So what's the purpose of the first sentence? You've got it! To get them to read your second sentence.

Can you sacrifice your crutch for a day?

I love it when people tell me they just don't have five dollars to put into a program to promote their business. The same people will go to the store and spend \$20 on lotto tickets. If you smoke or drink would you give it up for a day if you needed to get something for your business? For me it was giving up a fast food meal for two or three days to have the money to join a program. I want it bad enough to give it up for a day.

Are you willing to do what it takes? Will you cut your household costs to have the money to work your online business? Are you willing to do what it takes? I used to hate it when someone in line at the store had a bunch of coupons. But that is me now; we saved over \$40 last week alone. That is \$40 I now have to use for promoting my business. I walk to the story most of the time, it gets me out of the house and it is good for me. We are cutting our costs anyway we can. We began trying some of the house brands. We found on some things you can't tell the difference. While with other's you can only trust the name brand.



We now buy two copies of the Sunday paper to have more coupons. I can't believe the amount of money we are saving. Let me tell you what my wife did this week. Store "A" has a sale on product "X" and there is another store

we'll call "B". Store "B" does price matching, but store "A" won't take any coupons but theirs. So here is what we did. We take the ad from store "A" to store "B" where they price match and take any coupon. The result is we get the product for free. Now that's working the system.

Do you know why companies do rebates? Most people just don't do it. They buy the product because of the rebate then fail to send the data to get their money back. It does take some time to get your rebate. Again people demonstrate their level of patience. I have gotten checks 6 months after I have sent in the rebate. In fact I have forgotten all about it. It's always a great day when you get a check in the mail.

Here are some great ways to cut your costs:

Online shopping is getting bigger and bigger. Check out <u>MyPowerMall</u>. When you shop you get a percentage back. In fact what some people are doing is, they know what they are going to spend let's say \$100. So they go to their MyPowerMall and by a gift card for a \$100, now they get back a rebate and still had the same amount of money to spend at the story.

Here are some of the best places on the net to save you money.



Testing 1-2-3

Test, test, and test some more. Your sales message may be a work of art, but that doesn't mean it can't be improved upon. See what sells and what smells. Plug in different headlines... different bonuses...different prices. (Do this one at a time.)

You are NOT the customer

Don't sell to yourself; sell to your prospect. Talk about what he/she wants, needs, dreams of, and must have...not what you think is meaningful.

Are you willing to give up TV or other activities?

I know you need play time each week. If you don't take some time off you will burn out. Yes, I still watch TV. But I do it different than before. First, I don't watch a lot of TV live, I have a DVR and I just record what I want to watch. Now when I do sit down to watch it I can fast forward through the

ads. Did you know that an hour long program you have about 15 - 20 minutes of ads? That's more time you could use to promote your business.

I'm not saying that you have to spend all the time in the world to promote your business, but I'm saying that there is a lot of time available you are not using. Do you have to go out every weekend with the boys or go shopping with the girls? Again, if you are willing to sacrifice some activity now, in the future you will have all the time to do them or any other thing you want. I'm picking on TV, because most people watch a lot of it throughout the week. I have shows that I hate to miss but again I'm just recording them and watch them later.

Take a look at what other activities you do on a weekly basis and see if they are worth your time, really. I know guys that spend 3 hours washing their car but when you ask them how they are doing with their online business they say they haven't enough time. Run you car through a car wash, it will

take about 20 minutes. Yes I know that it is not the same. But look, your car is going to get dirty again. The time could be spent promoting your business and in the future you can hire someone to clean your car as many times as you want them to do it.

Wrap it up.

I hope this guide has opened your eyes a little and given you something to think about. Is network marketing for you? You are the only one that can make that call. One point I want to make is you are going to have to work it. A lot of people come to the net looking for a quick buck and it just don't happen You will work harder here than in a JOB, but the rewards are so

that way. You will work harder here than in a JOB, but the rewards are so must better.

I have met a lot of cool people on the net in the last 5 years. Some of them are creating new life marketing on the net and others are not. The one fact I see is, the ones not making it, just won't put in the time. They jump around and play here and there. The ones that stay with it and work the system are the ones making a lot of money now.

I believe there must be a rite of passage to market on the net. You must put in your time and work it before you will see the rewards. You will need to read and keep learning along the way. I know that is not what you wanted to hear. But again I'm letting you know what is real.

Please send me your comments or question about this guide to fundyourbiz@gmail.com. I look forward to reading them. If this ebook has helped you in anyway, I would love to add your comments to the book. But I have one rule before doing so. You must give me a way for people to contact you. I don't like testimonials because most of the time I believe they are made up. Last week I looked at new program just starting and it only had 300 or so members. There were testimonials that said they had 500 people in the program, right.

mcbigboy

Here is a snick peck at part of "Mind Set" one of my other ebooks.

Can you see?



If I told you that I could save you money, are you willing to do it? The real answer is NO. Most people just won't do it. Let's look at way you could be saving money right now,

do you use coupons? Why not? They can save you lots of money. We saved over \$50 last week. That's \$50 I can now use to promote my business. The real answer is that it take work to use coupons, most people just won't take the time to do this.

We all know that buying a house cost us lots of money. I have a program that will allow you to pay off you house in under half the time. You don't even have to refinance to make this work. I get lots of people that tell me that want to do this and the program will save them 10000s of dollars but they just won't put in it to service.

Now, if I was to hand you \$50 when you handed me the coupons I bet most of the people would start to cut them out and handing them over. You still get \$50 ether way right? Will not exactly, the one is CIF (Cash In Fests) and other, us just don't payout. You can still spend ether one. I can tell what would make a big difference. If the next time you used coupons at the story and they charged you the full amount and then handed you the saving. Now you would have the cash in hand. I know that most people would then just spend it too.

Because they don't have the cash in hand they just can't see the big picture. People that are using my mortgage program will save \$100000 on the interest payments. It's very easy to do this and most people can make it work for them. But, because the money is not in their hands they are not willing to do what it take. Now, if I was to hand them the deed to their house and a check for \$1000s I would have a line around the block to sign

up. The truth is that is works when people use it, but people are just not willing to do the little work it would require.

Network marketing is not different; most people just can't see the big picture. Now if I was to tell you that in 3-5 years you would be getting checks each month with only have to put in 10 or less house each month would that sound good to you. That is the real opportune that is here. But you are going to have to put the work in. I look at it this way; work now with a little play now and then. And in 3-5 years play all the time. Yes I say you will mostly have to put in 10 hours, but that play compared to the number of hours most people have to work each week to make a living.

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200 A Day

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