

MONEY “DOES” GROW ON TREES...

*You Just Have to Believe
- Revised -*

A

Suited Marketing

Small Business Owner’s Guide to Success

By

Shane Russell

This book is the first book in the series
Money “Does” Grow on Trees... You Just Have to Believe

Second book, “What” Makes Money Grow on Trees

Please visit suitedmarketing.com/library for other books, more information about our business development tools, great books written by very successful authors, a successful business model, partnering and advertising opportunities, as well as the services we offer and how we can assist you in building your business.

We are a marketing company and are constantly improving and working to make our website, this book series, as well as our consulting services to ensure you make more money, build a successful business, and improve your life.

We have spent countless hours developing our business and continue to grow. Please enjoy and visit our website for more great resources and information.

Check out our free business development and marketing resources and loads of great information. www.suitedmarketing.com or email us at info@suitedmarketing.com.

We look forward to serving you and thank you very much for your support!

Special thanks to the important people in my life for giving me the strength, knowledge, support, power, inspiration, and determination to become the successful person in life I've always wanted to become.

Family & Friends: Mom, Dad, George, E.T., Desirae, Eric, Mike, Joe and everyone else in the friend & family category.

***This instruction manual may be distributed as you wish as long as the hyperlinks and text remain unaltered and the document is offered for free.**

Content Copyright 2009 - 2011. *Suited Marketing*. All rights reserved.

Suited Marketing



suitedmarketing.com

Check out our free business development and marketing resources and loads of great information. www.suitedmarketing.com or email us at info@suitedmarketing.com.

Table of Contents

Introduction.....	Page 4
<u>Section 1</u>	
The Beginning.....	Page 5
We Moved Out.....	Page 7
Earthquake.....	Page 9
Friends Were Nowhere to Be Found.....	Page 10
Moving Home with Mom.....	Page 13
Our First Real Home.....	Page 15
First Signs of Happiness.....	Page 17
My Safety Nets.....	Page 18
<u>Section 2</u>	
Goal Setting.....	Page 20
Short-Term Goals.....	Page 22
Long-Term Goals.....	Page 23
Find Your Purpose & Your Why.....	Page 24
Believe in Yourself.....	Page 28
Don't Ever Give Up.....	Page 31
Choose Friends Carefully.....	Page 34
Sacrifice is a Must.....	Page 37
Overcoming Fears.....	Page 39
<u>Section 3</u>	
The First Step to Making Money.....	Page 42
Creating a Niche.....	Page 44
Branding Your Name.....	Page 46
Marketing is a Must.....	Page 47
Build Your Team.....	Page 49
Think Like The Rich.....	Page 50
Conclusion.....	Page 52
About the Author.....	Page 53
Disclaimer.....	Page 54
Resources.....	Page 55
Distribution Rights.....	Page 55

INTRODUCTION

In this e-book I am going to share with you my thoughts and feelings as well as an insider’s viewpoint to my life. I am going to tell you about my experiences growing up and the struggles I went through to get where I am today. As you will see, even though I have always had the drive and ability to be great, I have always struggled with the lack of the belief in myself. It’s a very tough world we all live in. I have failed time-and-time again with very little success but I have never given up on myself. I know I’m going to make it one day and I will share with you everything I do on a daily basis to improve the likelihood of success.

I will share with you the foundation and building blocks I have learned over the years to climb my way to the top towards success. Afterwards you will have all the tools you need to be on your way to making a great life for you and your family. You are going to learn to be able to do and have the things you want in life. You are going to learn to be able to live your life to the fullest! And, most importantly, you are going to learn to be FREE!

I will help you build an empire just like the one I’m building! I will teach you everything I have learned over the years, as well as stuff I’m still learning and adapting to. It’s simple... I am going to help you accomplish all the goals you have set out for yourself.

MAKE THIS A PRIORITY: VISIT OUR WEBSITE TODAY!

Suited Marketing
suitedmarketing.com

**I WILL SHOW YOU HOW TO START BUILDING YOUR
BUSINESS RIGHT NOW!**

I WILL ALSO GIVE YOU UPDATES ON NEW PRODUCTS, PROMOTIONS, & VIDEOS.

Check out our free business development and marketing resources and loads of great information. www.suitedmarketing.com or email us at info@suitedmarketing.com.

THE BEGINNING

I was five-years-old, living in a small suburban town in California. I lived in the average three-bedroom, two-bath, and middle-class home. Our house had a lot of character because the house was about 20 years old and was becoming creaky. It was a dark brown, two-story home with a light brown trim. I remember gazing at it from the street and noticing it appeared as though it were smiling at me through the squinty windows above the garage. There were two of them next to one another and centered underneath them, a basketball hoop which took shape of a pointy nose. Lastly, the garage with its open light-brown mouth and square shaped teeth in the shape of a wide smile. This was all very ironic because I didn't feel very happy.

Our backyard wasn't very large but it had all the necessary amenities for my older brother, my younger sister, and me. We had a two-story wooden playhouse in our backyard where we spent countless hours playing in, on, and around. The most significant memory I have of our playhouse is jumping off the 10-foot-high roof. It took me months to conjure up enough courage to do so but I had to prove to my older brother I was a brave soldier before I could earn his respect.

My brother is six years older than I am and he picked on me all the time while we were growing up. He was a lot stronger than me (and still is) and he always found a way to antagonize me. I remember him sitting on my chest, pinning my arms to the floor, and fiercely tapping my forehead over and over again until I would cry. He also used to beat me up with MY stuffed gorilla (obviously, I never won). There were times I had fun playing with him but others when I despised him because he was mean and much bigger than I. He went overboard many times and to this day, if anyone touches me in a way that I don't care for, I get very defensive. Although I've never been in a real fist fight, I used to have a very short fuse. I have since learned to control it.

As a family, we created fond memories in our house and, for the most part, we were just like any other middle-class American family. Unfortunately, almost all the fond memories I have are between my siblings and I. I don't recall very many good times between my mom and dad. The only interactions I remember between them were of them fighting. They would stand in the kitchen screaming at each other for hours at a time. It definitely felt like hours would pass before they finally stopped yelling and because they were both stubborn individuals, nothing would ever be resolved.

Eventually their relationship drifted apart and they split up. I was told I was going to be living with my dad, my sister was going to be living with my mom, and my brother was going to be living with his dad.

Without even being aware of it at the time, my parents' divorce was the beginning of an unstable upbringing which has always haunted me and still does to this day. I have worked very hard to become the person I am today. Although my parents have always loved my siblings and me unconditionally, I have lived in more places than most, have had to make new friends more times than most, and haven't had the foundation in my life as most. I have always longed for stability in my life, but have yet to experience it.



WE MOVED OUT

When my parents first split up my dad and I lived in a small apartment a few miles away from my mom and sister, but unfortunately a few months later, we moved again because my dad got a new job. I was forced to move about two hours away from my mom and sister. To an adult, two hours might not be very far, but to a five-year-old child, living two hours away from a parent is very difficult.

At first, life didn't seem to be all that bad. My dad and I temporarily stayed with some friends of his while he placed all his responsibilities in order. Within a year's time, we had lived in at least three different homes in three different towns.

Although I would rather have had my family stay together, I do remember something very unique and exciting about each of the homes we lived in. As a five-year-old boy, I was very adventurous and curious. My dad worked long hours and because I hadn't made any friends in the neighborhood we were staying in, I would go outside by myself and explore my surroundings. This was the beginning of my adventurous and daring nature.

I specifically remember exploring a new housing development's construction site because it was next door to the house we were temporarily living in; there were tractors and other miscellaneous construction machines for me to play on. I vividly recall pretending to be a Pirate on an adventure to find buried treasure. I was on the hunt for a treasure when I stumbled upon a large cement pipe (used for sewage) – it was about the length of a football field with a diameter of about five feet. I'm sure it looked much bigger than it really was since I was only five-years-old at the time, but that's how I remember it.

I slowly approached the pipe and as I apprehensively gazed down the pitch black tunnel, I visualized a dark cave with

skeletons, cobwebs, and booby traps. I remember thinking to myself, “There has to be some sort of treasure in this amazing cave.” After about ten minutes of contemplation, I finally decided to take the plunge into the pitch black tunnel. I didn’t know what scary monster or killer bee awaited me but I was going to be courageous and take the plunge anyway.

As I stumbled down the tunnel, my legs weakened and began shaking; I breathed heavy, and began dripping with anxious perspiration. Just as I was about to turn back, I could see light at the opposite end of the tunnel. I slowly turned my body around to view behind me, and to my amazement, I was able to see just about the same amount of light as that being emitted in front of me. By comparing the two ends I figured I was about half-way through the tunnel.

Getting to the end of the tunnel was going to be an amazing accomplishment for me because I knew I was going to find a treasure and conquer all the fears I wrongfully experienced.

As I neared the end of the tunnel, my little foot kicked a light-weight and semi-solid object lying on the floor beneath me. I couldn’t see the ground so I knelt down and reached my hand into the grimy water beneath me. I began to feel around. My feet and hands were cold, wet, and muddy from the small amount of dirty water. After a few minutes of searching I found the item I had kicked. To my amazement it was a dead, dried up star fish!

To this day I have no idea how the star fish ended up on the floor of the tunnel, but at the time I didn’t care because I knew I had found the treasure I was looking for and was as happy as I could possibly be! In high spirits, I swiftly ran to the end of the tunnel without fear, without regret, and without realizing it! I not only found the treasure I was searching for, I also overcame the fears I was briefly faced with to find it.

EARTHQUAKE

A few months later my dad and I moved to another friend’s house in the bay area. I don’t remember much about this short-lived homestead except that my dad and I shared a bedroom. One late October night I was sleeping and was suddenly awakened by the shaking of my bed. I had no idea where the shaking was coming from or what was happening but very shortly thereafter it stopped. I was only half awake while the event occurred so after it stopped, I turned over and went back to sleep.

When I woke up the next morning I immediately remembered what happened the night before and my first thought was there was something under my bed. The first thing I did was look under it but to my surprise, there was nothing there. I was frightened. I had no idea what had caused such a catastrophe.

Later that evening I asked my dad what had caused the events from the evening before. Again, I was only five-years-old at the time, and my thoughts manifested visions of monsters, vampires, werewolves, and other scary creatures. However, my dad comforted me by saying, “Congratulations son. You have just experienced your first earthquake.” Until that day, I had no idea how powerful an earthquake and Mother Nature could be. Years later I asked my dad about the experience and he told me the earthquake was very low on the Richter scale; nothing even fell off the shelves.

At the time of the earthquake, I had no idea how mysteriously Mother Nature worked but years later I knew my fears were manifested from nothing.

.....

FRIENDS WERE NOWHERE TO BE FOUND

Over the span of two years, my dad and I had moved a number of times. In fact, I hadn't had an opportunity to make very many friends. To this day, I have little recollection of any friends until I was the age of six. Although I had great spirits, and was very friendly, I didn't know how to make friends my age and how to socialize with them. I remember being thrown into kindergarten and not knowing a single person because I was in a new and unfamiliar place. I used to sit at a picnic table during recess with my head down, waiting for someone to come up to me to ask me to play, but no one ever did. It was very hard to be young, alone, and in an unfamiliar environment all the time, but I had no choice.

At the age of six, I met my first real friend; his name was Dan. We didn't know each other very long but the friendship was very pleasant, nonetheless. I went over to his house a few times and he came over to my house a few times. We had a great time playing G.I. Joe together but shortly after our friendship started, my dad and I had to move again. I never saw Dan again.

During the summer following my kindergarten year, my dad and I moved into a duplex with one of his friends; his name was Gary. I remember his name because we made a bet one time that there wasn't a Garbage Pail Kid named after him. Unfortunately for me, I lost the bet; the Garbage Pail Kid's name was “Geeky Gary.” I will never forget that funny picture. I may still have the card he gave since I still own a box of the funny cards.

At the time we moved in, Gary and my dad were good friends. One day they decided to become daring entrepreneurs and open a sporting goods store together. Every day after school I would go to the store to help out with chores and miscellaneous tasks. Since we were there all the time, my dad put a cot in the back of the store for me to sleep on whenever I got tired.

I will never forget the weekend of the May Fair hosted by the shopping center where my dad’s store was located. The Domino’s Pizza located next door to “our” store was having a contest to see who could guess how many pepperoni slices were in a jar they had filled. They were giving away seven free pizzas to the person who could guess the closest to the correct number. I didn’t know much about numbers and quantity at the time, but the boy next to me guessed 4000 and for some strange reason, I guessed 400.

The next day I heard the great news. I had won the seven free pizzas because I guessed the closest to the correct number of pepperoni slices! I couldn’t believe it! I had never won anything before. I was ecstatic! It felt great to win something, regardless of size or quantity. I experienced a great rush of joy.

Another memory I have of the sporting goods store was as great as winning free pizza, but on the opposite end of the spectrum. I made friends with a boy who regularly came around the store to buy sporting equipment. He was the closest person I had to a friend. We would run all over the shopping center together, playing cops and robbers, and always having a great time together until one day when he lost my trust forever.

For some odd reason, and to keep myself entertained, I got the dumb idea to ask my dad if I could “tidy-up” the cash register and for some odder reason, he let me do it. Just as I asked, I “tidied” up the cash register, but not before “borrowing” seventy dollars. I intended to pay it back but I still don’t know why I did it. The temptation was there and the opportunity was present... so I took it. After “tidying-up” the cash register, I took my new-found fortune and ventured to the local convenience store. There I bought a delicious chocolate-chip cookie. After that, I skipped all the way to a comic store on the other end of the shopping center. There I bought five packs of Garbage Pail Kids and chewed each

of the five complimentary pieces of bubble gum I received in the packs of trading cards.

I spent about ten dollars before bragging to my “friend” about what I had done. He did the right thing and told my dad, but I was still very upset. My dad immediately became enraged and punished me. After spanking me ten times he sent me to lie on the cot in the back room as punishment and I was told not move from it for the rest of the day. I never spoke to my friend again. To this day, I regret not forgiving him and wish I could go back and do just that.

My dad and Gary did not have a very long business relationship and as a result, lost their friendship. One day, for a reason I’m unaware of, Gary decided to pack his things and run from the business. He left my dad with all the debts and responsibilities. As an end result, my dad had to close the business for good.

After the store closed, my dad still had to make ends meet to support both of us. Every day before and after school, I had to go to a babysitter’s house while he was at work. I really didn’t enjoy being there because the babysitter’s son would find ways to pick on me and it really affected me negatively. I complained to my dad about him, but it didn’t do any good. I was increasingly and steadily becoming unhappy with my living situation.

.....

MOVING HOME WITH MOM

At the age of seven, I decided to live with my mother because she was a housewife and would be emotionally and physically available to me whereas my dad wasn't because he worked all the time. I really needed one of my parents consistently in my life. I didn't have anyone to turn to and I knew my mom was going to always be available to me.

When I moved to my mother's house about two hours away from my dad I had already been to three different schools and was about to embark on a journey through my fourth. I made a few new friends at the school I newly attended (one of which I'm still great friends with today) then had to move again after the school year was over because one of our family friends had a stroke and needed someone to take care of her house in another town, of course.

Our family friend's house was about an hour and a half away from my new best friend and because of the move, I rarely got to see him. For the beginning of the third grade my sister and I were put into an overcrowded primary school and, within a week, we were moved to another school. This new school would be my sixth.

We only spent one year at the new school because our family friend passed away and we were no longer needed to take care of her home. During my third grade school year I tried out for the local little league baseball team but did not make the cut. There were too many kids and not enough teams to be able to allow everyone to play. I was slightly upset but, since I hadn't ever played baseball before, wasn't devastated and quickly moved on. At the time, my sister was playing T-ball so my parents asked if I could join her team. Her coach agreed and I had a great time filling in on her team for the rest of the season.

My third grade class was very unique because the class was equally divided between third and sixth graders. To this day, I still don't know how that worked out, but it did. There I met the girl of my dreams! She was gorgeous! I will never forget her. Her name was Heidi. I still think of her all the time and wish I could be reunited with her one day. I was in the third grade class and she was in the sixth grade class. If it weren't for her babysitting a girl down the street from our house, I would have never become friends with her.

After my third grade year was over we had to move again. Heidi and I kept in touch for a few more years but eventually went different directions. She came to visit me a few times and in fact, was the first girl I had ever held hands with. Even though we were very young at the time and I don't know her anymore, I know in my heart that she's still just as amazing today as she was back then. I have looked for her a few times over the years but have not been able to find her. We all move on, just as I have, and carry with us those important people who touch our lives for the rest of our lives.



OUR FIRST REAL HOME

After third grade, we stayed with family for a few months and then my parents bought a double-wide mobile home in a new town. My sister and I didn't know anyone in the area, but by this time, we had become each other's best friend so it wasn't a big deal. In the fall of 1988 we started a new school and within a short period of time, began making new friends.

We had to start over too many times for such a young age; it really took its toll on her and me. We didn't have a foundation of friends, family, nor stability built anywhere. Luckily for us, we were going to be staying in the same home for the next four years. This allowed us the opportunity to make many friends.

I started fourth grade with high hopes. I really wanted to make new friends. It wasn't long before my personality allowed me to do so. I have really fond memories of fourth grade. The friends I made that school year were going to be my friends for the next four years because we all had the same classes together.

That year I decided to try out for the local little league baseball team. I wasn't going to give up on sports just yet. I had always enjoyed playing catch with my step-dad and he could tell I had a natural talent for the sport. There weren't really any other organized sports leagues in the area so I really didn't have much of a choice in different sports. I really wanted to play basketball but I wasn't very good at the time.

Behind our home there was a cemented canal primarily used for water drainage and due to the semi-spherical shape and smooth surface the local skateboarders turned it into a half-pipe. I really enjoyed going there to watch the older kids skate up and down the half-pipe, and after a few months, decided I also wanted to be a skateboarder. My parents bought me a skateboard and I began to diligently practice until I was good enough to skate in the

half-pipe.

As soon as I began to become proficient at skateboarding my dreams were shattered when the city decided to cement over the canal due to safety issues and because the canal was considered private city property. To this day I’m very disappointed that I didn’t get to pursue skateboarding because I really enjoyed it. Back then there was no such thing as public skate parks, and by the time they began to build them, I was too old to really care to learn.



FIRST SIGNS OF HAPPINESS

For once in my life, I was really happy. At the age of 13, and after living in the same area for four years, I was able to make many great friends. We had a group of about ten of us, and since we all had the same classes together, we built a very strong bond. The bond was so tight between all of us that I still am in contact with a handful of them today, but unfortunately for me, after four years of living in the same place, we had to move again!

The fact we were going to move again was devastating for me because I was going to have to start from scratch, make new friends, and go to a new school. My parents wanted to stay in the area, but things didn't work out that way. We moved into a very nice house, which was great, but it was still very difficult because I didn't know anyone.

After a short period of time, I began to make new friends. I've always been a friendly person and making friends has never been too difficult for me, but unfortunately for me, before graduating high school I had a total of six best friends move out of town. In addition, I lost a handful of friends during high school because they were transferred to a newly built school.



MY SAFETY NETS

I didn't realize it at the time, but I used school, sports, and work as a way to keep myself busy to compensate for not having very many close friends. True friends are very hard to come by and over the years, I have had very few who would do anything for me or be there for me whenever I needed help.

I have always been very smart and very good at whatever I set my mind to. Also, I have always tried to fit in with the “cool” crowd, but because of my intelligence, I was called a “school boy” and ridiculed many times during my adolescence. I had enough high school credits to have graduated after my junior year but because I wanted to pursue a baseball career, I stayed in high school all four years. My entire senior year of high school I only went to school for three hours a day. I was taking a few college courses, working thirty hours per week at a hardware store, and playing baseball the rest of the time. I remember getting out of school, going home to do my Calculus homework, going to the batting cages, and then going to baseball practice.

I was very good at baseball, and my senior year of high school I became very good at hitting due to going to the batting cages every day. To my amazement, I was offered two baseball scholarships to a college in Kansas and a college in Southern California.

I have always had a very rough time with confidence and believing in myself. I used to be a huge “people pleaser.” In other words, I would try to please everyone else before myself, which was very harmful to my psyche because I always tried to be perfect. I was my own worst enemy. I can remember every baseball season had the same cycle. In the beginning of the season I would do amazing! But, as soon as I had a couple of strikeouts or made a few errors, I would get down on myself so hard that I would begin making more and more mistakes. Eventually, I would

lack the confidence I did in the beginning of the season and would slide into serious slumps.



GOAL SETTING

I have been told by many sources that goal setting is one of the most important tasks necessary to becoming successful. It's imperative that you write them out and display them in a place you can see them every day. You must constantly be reminded of what you're working towards and you have to be able to visualize yourself accomplishing your goals in to have them become a reality. Your goals will constantly change, but it's really important to have something you're working towards in to stay focused and motivated. If you don't take these necessary steps, you will soon find out that you feel that you're spinning circles and you're not really working towards anything.

There are three types of goals you must write down—immediate, short-term and long-term goals.

Immediate goals are goals in which you will accomplish on a day-to-day basis. Every morning you wake up you will have your daily goals to look forward to accomplishing. It's these goals which will move you towards your short-term and long-term goals. Make sure you don't skip over these goals because they're absolutely imperative on your journey towards success.

I want you to think of taking a road trip cross country. You live in California, and you're planning to drive to Florida. Let's say, for example, you decide to take the trip without any plan. You just jump in the car and start driving. You know you have to go east, but are uncertain as to which freeways you need to take to make it the entire distance. Sure you can stop and ask for directions, but what if you're out in the middle of nowhere and there's no one around? After driving a few hours you begin to get hungry. You were in such a hurry to get to Florida that you forgot to grab your wallet and you didn't bring any snacks with you. It starts to rain. You run out of gas and are stranded on the side of the road without a change of clothes. You will eventually make it

to Florida but it’s going to be a very harsh and long journey.

If you don’t plan out your trip, it may take you ten times as long to arrive at your destination than if you would have taken a little time to plan before embarking on the journey.

Now, let’s say you do just that. You sit down and spend about one whole day planning out your trip. You make a list of all the items you will need. You pack enough clothes and go to the store to buy enough food, snacks, and beverages to last you for ten days. You make sure you have plenty of gas in your car and double check that you have your wallet with you before you leave your house. And lastly, you go on Google Maps to make sure you know exactly how to get to your destination.

It’s amazing how the power of planning and visualization will get you to your destination swiftly and smoothly when done beforehand.



SHORT-TERM GOALS

Short-term goals are those you want to accomplish within one year. They are smaller accomplishments which aren't extremely hard to achieve but will take focus and dedication. These goals may include purchasing a new computer or a new wardrobe, receiving a promotion at work, taking an annual vacation, or even a purchasing a really special gift for your significant other's birthday.

Currently, one of my most important short-term goals is to write this e-book. Every day I have to work on my immediate goals, which are to sit down and write, even if only for a few minutes at a time, to achieve my short-term goal of writing this book. I know it's going to take me about a month to finish the book because there are so many thoughts I want to write about, but it takes extended periods of time to materialize them. Even though I'm only moving an inch at a time, I will have moved ten feet and be done with my book before even realizing it.

A few more of my short-term goals are to purchase a new computer, service my car, buy new clothes, pay my debts off to my family, buy a new clothes dryer and repair my living room TV. I have been on a lucky streak lately (sarcastic). For some strange reason all of my appliances and electronics failed within a very short span of time. Instead of getting too upset about it, I wrote down under my short-term goals that I would like to repair and/or purchase new stuff. Since I'm visualizing it on a daily basis, it's giving me something to work towards and before I know it, I will have replaced and repaired everything on the list!

LONG-TERM GOALS

Long-term goals are the most difficult to achieve. They are goals that are usually five to ten years down the road. They will take careful planning, complete dedication, and absolute focus in order to accomplish.

I have been told, *"Anything in life worth having will not come easy."* This statement is very true! Think back to a time when you wanted something really bad but you knew it was going to be extremely difficult to get. This could be a new car, a diamond ring, or even a dream vacation.

I remember when I started college. I thought I was never going to finish. I went to college for six years straight without ever taking a break; I even went to summer school a few times. On top of school, I worked an average of thirty hours per week my entire college career. It wasn't until I had one year left that I saw light at the end of the tunnel.

As soon as I received my degree, I had accomplished a long-term goal I had set for myself as a young child. I had always known I was going to go to college and get an education no matter what challenges I would have to face. When I was through, I felt amazing about myself because even when the times were tough, I never gave up. I kept trucking along every semester, even though my motivation was almost non-existent at times. I visualized myself as a college graduate and through the power of visualization I manifested the long-term goal into my reality.

I have been out of college since 2003 and my long-term goals have changed. Some of them include financial independence, getting out of debt, starting a family, taking my dream vacation to Europe, and owning a home. I have written all of these down and am reminded of them on a daily basis. I will not rest until they're all accomplished!

FIND YOUR PURPOSE AND YOUR “WHY”

Giving

To get he had tried,
Yet his store was still meager.
To a wise man he cried,
In a voice keen and eager;
Pray tell me how I may successfully live?
And the wise man replied,
“To get you must give.”
As to giving he said,
“What have I to give?”
I’ve scarce enough bread,
And of course one must live;
But I would partake of Life’s bountiful store.
Came the wise man’s response;
“Then you must give more.”
The lesson he learned;
To get was forgotten,
Toward mankind he turned
With a love new begotten.
As he gave of himself in useful living,
Then joy crowned his days,
For he grew rich in giving.

Arthur William Beer

Finding purpose may be difficult at times, but goes hand-in-hand with goal setting. The best quote I’ve heard thus far came from the romantic comedy movie “Hitch.” In the movie, Will Smith said, “[in order to succeed], you have to wake up every morning as if it were on purpose.” This quote really hit home for me. Another great quote I read was by Benjamin Disraeli. He said, "The secret to success is constancy of Purpose." They are

both portraying the same message – you have to have a reason to wake up every morning; otherwise you won't be motivated to succeed.

Ideally, you want to jump out of bed refreshed and excited to start the new day. Don't let yourself be the person who hits the snooze button five times every morning before finally dragging yourself out of bed. I promise you happy and fulfilled people can't wait to get out of bed every morning, including myself.

Every morning I wake up with a long list of chores and tasks to do for the day but I can't wait to get started on them. Normally, after waking up, I lay in bed for about thirty minutes before finally getting out of bed. I use this time to meditate, if you will, about what I have to get done for the day, what needs to be done first, how it's going to get done, etc.

Your personal purpose can be found in many areas of your life; whether it be your significant other, your kids, your parents, your immediate goals, short-term goals, long-term goals, your reputation, or even to pay your bills. Everyone has a unique reason for waking up every morning. What is yours?

After going through a divorce, I lost my purpose for about eight months. I forgot “why” I was waking up every morning. I didn't know what I was working towards anymore. I went through rough times emotionally, mentally, and physically. Even though I always try to remain positive, I am only human. I have my ups and downs also.

I am not going to preach to you because everyone has different beliefs, but one of the most valuable ways I was able to regain my purpose was through religion. I sought the infinite wisdom of Jesus Christ to give me direction, guidance, strength, and of course purpose. By seeking out a power greater than my own, I was able to relocate my purpose. The Bible says, “I can do

all things through Christ who strengthens me.”

When I regained my purpose, I immediately began to achieve and accomplish my goals again. It took me months to figure out what was wrong but once I remembered “why” I was waking up every morning, there were no longer doubts or questions in my mind as to what I was supposed to do.

I have joined a crusade/mission to make a difference in this world. There are countless areas in which my voice can be heard but I chose this e-book as my medium.

As you may already know, Oprah Winfrey has become the richest woman on Earth. She had to overcome two very large obstacles in order to have the level of success she has had. First, she is a woman, and second, she is African American. She didn't let either of these obstacles stand in her way because her “why” was too strong to let them become an issue for her. She didn't become the richest woman in the world for simply being a talk show host. She became the richest woman in the world because she lives a life of philanthropy; she has donated cars to an entire studio audience, she has built schools in poor African countries, and she has greatly impacted the lives of thousands of people. She has followers and supporters of her mission/crusade throughout the entire globe.

As you can tell, my purpose is to help people and make a difference in as many people's lives as I possibly can. No matter how successful Oprah Winfrey is, there will always be people who need help. I want to educate the uneducated; I want to donate my time and unwanted possessions to the needy; I want to enrich those lives needing to be enriched. I have found satisfaction in areas which I never knew would be possible.

Make sure you re-read the poem I started this section with. The message it portrays is to keep giving even when you think you

have nothing to give, for if you do, you will receive repayment ten-fold. Think of a time when you did something for someone without expectation of anything in return. You may not have received monetary compensation from helping that person, but you most likely received personal fulfillment. As repayment, they may have helped you when you were in need or someone else may have helped you instead. People are much more likely to help someone who is not selfish.

I tell people all the time that my main goal in life is to make a difference in this world. I don't expect anything from anyone in the form of monetary compensation but I know if I give, give, give then I will be rewarded in more ways than one.

One day when I lay on my death bed I want to reflect back with absolute satisfaction on all the good deeds I did, all the lives I changed, all the relationships I built with family and friends, and all the places I traveled to.

Although I enjoy nice things, and look forward to having them, I don't want to reflect back on my life for the earthly possessions I accumulated because they will mean nothing to me at that time. I also don't want to live a shallow and unfulfilled life. I want to live a deep, passionate, and fulfilled life and I want to be remembered for generations to come. I know it sounds like a lot, but it's my purpose that gives me the strength, desire, and motivation to accomplish the goals I have set out for myself.

.....

BELIEVE IN YOURSELF

Thoughts Are Things

I hold it true that thoughts are things;
They're endowed with bodies
and breath and wings:
And that we send them forth to fill
The world with good results, or ill.
That which we call our secret thought
Speeds forth to earth's remotest spot,
Leaving its blessings or its woes
Like tracks behind it as it goes.
We build our future, thought by thought,
For good or ill, yet know it not.
Yet so the universe was wrought.
Thought is another name for fate;
Choose then thy destiny and wait,
For love brings love and hate brings hate.

Henry Van Dyke

You will face many obstacles in your path towards success. As you may have realized by now, success does not come easy. You **MUST** have absolute belief in yourself that you are special, because you are! There is no one else on this earth like you! There is no one else with the same talents as you! There is no one else with the same experience as you! There is no one else with the same thoughts as you! You are unique! You are one-of-a-kind!

Your thoughts are your strength! When you have positive thoughts about yourself, you will project those thoughts outwardly. People will know that you believe in yourself by your tone of voice, by your posture, and by your mood. Because of your body

language, they will have no choice but to believe in you and respect you.

I want you to think back to a time when someone asked you to do something. You believed in yourself with absolute confidence. You knew you could complete the task at hand with ease. There was no doubt in your mind because you had either seen it done or you had done the task yourself. You visualized yourself succeeding before you even started.

Now, take the mental picture in your head of the time you had absolute belief in yourself and carry that picture over to all aspects of your life. If you have absolute believe in yourself, there’s no stopping you. You will finish all tasks, whether easy or difficult, with ease. You will never doubt yourself again. You will become the person you have always known you could be. You will be a person everyone comes to for advice and looks up to. You will be a winner because you never gave up!

I am constantly challenged mentally and emotionally with negativity but because I believe in myself, I am able to fend it off. One way I stay on top of my emotions and thoughts is by constantly reminding myself that I am special, unique, intelligent, and an expert at the things I do. I do this every morning by looking in the mirror and reading aloud a positive affirmation. I have also placed this quote as the background on my cell phone so I can be reminded of it every time I make a phone call. The statement I use is extremely powerful and will instantly force you to think positive thoughts about yourself.

LIFE IS TOO SHORT

to wake up in the morning
with regrets, So love the
people who treat you right,
forgive the ones who don't
and believe that everything
happens for a reason.

If you get a chance, take it.
If it changes your life, let it.

Nobody said it'd be easy,
they just promised

IT WOULD BE WORTH IT!

author: UNKNOWN

Another way I have been able to achieve belief in myself has been through education and self-improvement. As of this writing, I have been out of college for six years, but have never once stopped learning. I have spent countless hours and thousands of dollars on my education after college. I have hired experts in their field as personal coaches in the areas of business, real estate, and investing. And just recently, I started going back to school to get my Master’s Degree in Business Management.

My quest began as a way to learn and to better myself. Now I’m passing on my knowledge to others and it feels great! I never thought I would have the confidence to stand in front of a classroom and teach people about anything but now I have taught many classes in the areas of marketing, business, and finances. I have taught people how to become debt free and financially independent; I have taught people the “Art of Selling;” I have also taught people about marketing their business.

I am always searching for new ways to better myself. My education and knowledge has allowed me to realize and believe that I’m truly special and unique. I have worked very hard to

accomplish the things I have in life and I have every right to be confident and believe in my talents and abilities, but I’m also human and, as you may remember, have dealt with many challenges in my past, so I too need to constantly remind myself.

.....

DON'T EVER GIVE UP!

One of the most important things to remember is to NEVER give up! Don't ever let anyone tell you what you can and can't do. People have ways to try to keep you from accomplishing your goals by discouraging you from pursuing your goals and dreams. They have experienced failure and have not succeeded in their lives, so they will try to tell you not to go after your dreams because they feel you will fail just as they did. They don't want to see you get hurt or disappointed, but in reality, they're hurting and disappointing you by not being supportive.

I remember a very heart-felt, inspirational, and must-see movie I watched recently called “The Pursuit of Happyness” again starring Will Smith (he's a great actor). His real life son is his son in the movie and the chemistry they bring to the movie is very genuine.

For those of you who haven't seen the movie, I need to set the foundation of the movie so you understand my example. The movie is based on a true story and is set in San Francisco in the 1980s. Will Smith is playing Christopher Gardner – a man who has a dream of becoming a stockbroker. Although he was very intelligent, he came from a background of poverty and he had no prior experience in the field. This made it extremely difficult to get his foot in the door, but he had absolute belief and confidence in himself and wouldn't let anyone stand in the way of accomplishing his dreams.

One day Chris and his son were shooting around the basketball at a public basketball court. His son was only about eight-years-old at the time and he expressed to Chris that his dream was to become a professional basketball player. Quickly, Chris reacted and told his son he didn't want him wasting his time pursuing a dream that, because he never accomplished, his son wouldn't either.

Immediately, his son threw down the basketball and said if he couldn't pursue his dream of being a professional basketball player, then he didn't want to waste his time playing the game.

Chris quickly realized what he had done. Here he was, pursuing a dream of his own – which by all odds was almost impossible – and he was telling his son to take the safe road and not to pursue his dreams. He quickly retorted and comforted his son telling him never to let anyone stand in the way of his dreams, not even his own father.

Because his son was young, and his father's opinion was so important to him, he probably would have quit pursuing his dreams and resented his father for many years to come if he wouldn't have recanted his statement.

The most important message to take from this scene is that no matter how crazy or far-fetched your dreams may be; don't ever let anyone stand in the way of your dreams and aspirations, not even your own family.

Your friends and family will be your biggest critics and will try their hardest to discourage you from pursuing your dreams because, as I mentioned before, they don't want to see you become hurt or disappointed. Also, many of the worst criticisms come from those who have never experienced success in their lives.

I have found it much easier to keep my day-to-day pursuits to myself. I don't share my pursuits with my friends or family anymore because they will only believe in me once I have tangible success to show them. Due to experience, I have realized they do more harm to me by criticizing and not supporting me so I don't even bother anymore.

I have experimented with many different avenues to become successful because I have been looking for the one which

will be the very best for me. My friends and family don't see it that way. From the outside looking in all they see is that I haven't succeeded at the ventures I have experimented with; this is the farthest from the truth. Every avenue I have taken to become successful I have learned something from whether it has been how-to or how-not to do something.

Thomas Edison experimented with different elements and failed 9,999 times before inventing the light bulb on his 10,000th try. He was criticized for failing so many times, but he didn't see it that way. He learned from each experience and he saw it as 9,999 ways how “not to” make a light bulb work.

Don't ever give up and keep pressing forward. Don't listen to the friend and family critics in your life. Because of their failures, they will try to bring you down. The success will come; you just have to be patient!



CHOOSE FRIENDS CAREFULLY

Just as your friends and family will criticize you for pursuing your dreams, they too will try to divert your attention away from your short-term and long-term goals.

I really enjoy the company of people. I get really excited when I have the opportunity to meet someone new because each individual has a unique story and life experience to share.

I also have loads of friends from all different walks of life. I have friends who have a lot of money and friends who don't have any money. I have friends who are educated and I have friends who are uneducated. I don't prejudge someone because of his education or socioeconomic status. There are great people and not-so-great people in all areas of life.

In the past, I have had friends who aren't working towards accomplishing anything special in their lives. They accept mediocrity as the norm and will work forty hours a week at a nine-to-five job for a company in which they believe there to be “stability.” After forty years they will retire and “expect” to receive Social Security because they didn't spend the time and/or money in the early years to plan for their retirement.

Every night after work they go home, sit on the couch, and watch television until they're ready to go to bed. They repeat the same behavior five days a week, fifty weeks out of the year (two weeks given for vacation), except on the weekends when they go out of town or stay home and party with their friends. They get excited when they receive their annual \$1.00 per hour raise from their job, which only equates to about \$2,000 more per year.

I won't go into depth with this right now, but depending on their income, the annual rate of inflation (4%) in the United States may or may not cancel out their raise. They may own a mortgage

on a house, a nice car, a nice boat, but they may also be up to their necks in debt. You will never know this because they won't tell you, but they don't have to. All you have to do is look at the statistics and you will quickly realize that they most likely are in such a situation.

I know you know who the previously mentioned people are. In fact, you might be one of them, except for the fact that you're reading this e-book and are trying to do something different with your life in order to change your current situation for the better.

I try to stay as far from the “nine-to-fivers” as possible on a personal level (except family, of course, since I don't have a choice), unless they're like you and trying to change their current situation. I think they're nice people, but they're going to be an anchor on my life and I don't want that.

I have found that the “nine-to-fivers” are programmed like robots and don't know how to think for themselves. They also don't like to take very many risks. They prefer to live life on the “safe side.” They are the people who are afraid to fail. They are the people who will talk bad about the behaviors you do because they don't understand what you're trying to do. They will tell you time-and-time again that you're going to fail at what you do. They don't think outside the box when it comes to making money. They believe the only way to make money is to trade their hours for dollars. What the “nine-to-fivers” don't realize is that the most successful and wealthy people in the world usually own their own business.

Muhammad Ali once said

"Champions aren't made in gyms. Champions are made from something they have deep inside them - a desire, a dream, a vision. They have to have last-

minute stamina, they have to be a little faster, they have to have the skill and the will. But the will must be stronger than the skill."

If you want to be a champion, make sure you pick your friends wisely because you will not be able to sit on the couch every night after work and party on the weekends; you will have to be building your business or educating yourself on a regular basis. Success won't come easy and will take a lot of sacrifice, but if you really want more out of life, then there will be no question as to what's more important.



SACRIFICE IS A “MUST!”

It’s Up To Me

I get discouraged now and then
When there are clouds of gray,
Until I think about the things
That happened yesterday.
I do not mean the day before
Or those of months ago,
But all the yesterdays in which
I had the chance to grow.
I think of opportunities
That I allowed to die,
And those I took advantage of
Before they passed me by.
And I remember that the past
Presented quite a plight,
But somehow I endured it and
The future seemed all right.
And I remind myself that I
Am capable and free,
And my success and happiness
Are really up to me.

James J. Metcalfe

I would not be where I am today if I had not made many sacrifices but in my eyes “no obstacle can withstand focused, concentrated efforts to achieve success.” (unknown). To this day people tell me I’m very focused, but I have been side-tracked many times. It’s only been because of my sheer will and passion to succeed, that I have remained motivated, focused, and on track to sacrifice my time in order to accomplish my goals.

OVERCOMING FEARS

I have had many fears over the years but have had to face them and overcome them. When I was five-years-old looking down the dark tunnel to look for treasure, I had no idea where it was heading; I had no idea what awaited me on the other end. I couldn't see more than five feet in front of me at any given time. I conjured up all the courage I could find and took a huge risk by embarking on the short, yet powerful journey.

Keep in mind; I was only five-years-old at the time of my journey. For all I knew there were a deadly monster, vampires, scorpions, tigers, bears or anything else a five-year-old believes to be a reality. I took a huge risk and conquered all my fears and was greatly rewarded for it.

It's amazing to me how many adults are deathly afraid to take limited, yet calculated, risks into the unknown. Every day I meet someone new who has failed only once and are never willing to fail again because they're too afraid. Franklin D. Roosevelt once said, "The only thing we have to fear is fear itself." It's all in your head!

There may be times when the tunnel is pitch black and you may only see five feet in front of you, but you know, without a doubt, monsters don't really exist. No one is going to hurt you, but you act as though someone will. The fear you experience is manifested in your mind. In fact, in most cases, since you were too afraid to take the plunge, the worst thing to happen to you is resentment of yourself. A wise man once said, "Where there is effort, no failure can long endure. There is no shame in failure, only quitting."

I don't understand why people manifest rejection and failure into something they are deathly afraid of. Step back and think to yourself for a moment. What real monsters are in this dark

tunnel I’m looking down? I think the only real monster is the person you see in the mirror every day.

At one point in our lives we are all faced with our fears but it’s only the strong-willed and bold who overcome those fears. For most people, they’re so afraid of the unknown that they are unwilling to take a risk for the treasure at the end of the tunnel; they are unwilling to put themselves and their pride on the line that they don’t ever embark on the journey, or they give up and turn around halfway because they are too scared to go the rest of the way.

If I would have turned around halfway down the tunnel when I was five-years-old, I would have never known there was a treasure waiting for me. Sure, there might not have been anything but without the risk, I would have never known the feeling of accomplishment I felt that day so many years ago.

Keep in mind that in order to succeed, you’re going to have to be willing to fail. Think about the sport of baseball and specifically, Hank Aaron. He is one of the greatest players to ever play professional baseball. In fact, Mickey Mantle (another baseball great) said, "As far as I'm concerned, (Hank) Aaron is the best ball player of my era. He is to baseball of the last 15 years what Joe DiMaggio was before him. He's never received the credit he's due."

Aaron was inducted into the National Baseball Hall of Fame in 1982, and, until recently, was the all-time homerun leader (surpassed by Barry Bonds) with a total of 755 major league homeruns. Over his 23-year professional career, he played in 3,298 games, went up to bat 12,364 times and hit for a base hit or better 3,771 times; this left him with a life-time batting average of .305. This means that he “failed” seven out of every ten times he went up to the plate! In the eyes of someone who doesn’t know a single thing about baseball, he would be a loser and a failure, but

in the eyes of a true fan, he is a hero!

Step back and think to yourself for a moment about what I just said. I said, “Hank Aaron is a ‘hero!’” He failed about 9,000 times and was still inducted into the Hall of Fame. Get over your fears of failure and rejection, and you too, can be a hero! If you don’t get over your fears, you will never achieve greatness! Just remember, “Some will, some won’t, so what! Next!”

I don’t care if I fail anymore because I know that each “NO” I receive is just one step closer to a “YES!” I might hear a “NO” nine times in a row, or even one hundred times in a row before hearing a “YES,” but I don’t care because failure is a part of success. In fact, fear of rejection is a lousy excuse! Face it; if you’re going to succeed in business, you’re going to face rejection. Recently I heard someone say, “If at first you don’t succeed, try, try, and try again.” No matter how many times you get knocked down, get up and dust yourself off and keep pressing forward. Your success may not come over night but it will come.



SECTION 2

THE FIRST STEP TO MAKING MONEY

The first step to making money is to come up with a business plan by thinking about what you like to do, what you are good at, and what you think may be a good business for you. Everyone is designed differently so don't worry about what it is, just start brainstorming and coming up with ideas. Once you start writing down your ideas they will start flowing so get out a pen and paper and you will be on your way.

Although there are many different ways to make money, I'm going to show you what has made me successful in a struggling economy because I have focused my energy on an area “I feel” to be relatively recession-proof and that area is business development consulting. There's a lot of money to be made in this market!

I have created multiple streams of income for myself and you can too. For example, I have many websites paying me to post short advertisements on my Twitter account, as well as paying me when someone clicks specific links on my website. More to come on this in the next series.

Next, I want you to go to my website at www.suitedmarketing.com and examine every aspect I have incorporated. I want you to look at the pictures, layout, and wording, as well as follow the links to where they go, and what products they go with, etc. We will revisit this later so make sure you take lots of notes.



CREATING A NICHE

There are thousands and thousands of businesses in the Land of Opportunity—the United States. There are many successful businesses and many businesses having to permanently shut the doors because they failed. Owning a business can be very risky but also very rewarding. One of the most important aspects of owning a successful business is creating a niche. A niche in business is having a specific appeal so people have the desire to come to one business over another.

As of 2008 statistics, there are approximately 300 million people in the United States and in today’s world, just about everyone owns a cell phone, home phone, computer with Internet access, a tv, and/or home. This is why there is so much opportunity in this field.

If my business partner were to personally acquire 1,000 customers of the 300 million, our company would be very successful, but in order to have the 1,000 people come to us, we must do something no one else is doing. We must be creative and unique.

As a result, we will have residual income from each and every one of our customers. I earn money the same way musicians and actors do. I do the work once and I get paid over and over again, regardless of whether I’m working or not.

I have always done my best to come up with new and creative ways to drive business to me. I have even tried mailers, flyers, pens with my company info on them, cold-calling, and more, but have found the most success through two avenues: referrals and my amazingly unique YouTube videos.

One day I stumbled across a technique to transform regular,

everyday videos into creative, funny, entertaining, and exciting works of art. Some examples you can use include: old home videos, new home videos, current YouTube videos, friends’ home videos, wedding videos, special events, etc.

As soon as I started this technique I began receiving hundreds of hits to my videos and about 20% of those hits went to my website. This allowed me to get tons of traffic to my website which led to a very good amount of clicks on my paid, relevant-to-content links. I immediately knew I was on to something special when I received about 200 hits to my videos in the first week of posting them. Producing artistic home videos is easier than one may think, but it takes time and patience to learn and master the art.

This is where I come in. I will teach you everything you need to know, including what to download and how to use the programs, as well as teach you how to build a website, how to link from your site to the online shopping mall, what to say, where to place pictures and paragraphs. As an added bonus, I’m going to teach you how to create the amazing videos I do for YouTube.



CH. 20 – BRANDING YOUR NAME

Branding your name refers to creating a name and/or logo everyone will remember. They will also think of you every time they see the name and/or logo as well as hear the name.

There are many prime examples, but I want you to think of the brand name, Nike.

Before going on, I want you to quickly think of all the things you think about when you hear the name, Nike. The first things that come to my mind are tennis shoes, basketball shoes, the Nike Swoosh, Michael Jordan, football, basketball, baseball, pants, shirts, hats, socks, and “Just Do It!”

I can go on but I think you get the point. Nike has created an empire everyone knows about and you have to do the same. You have to come up a unique logo, business name, and catch phrase. When you are looking at my site, I want you observe each of mine which is displayed below and tell me what they mean and what you noticed about each one.

***Suited Marketing* -- suitedmarketing.com**

MARKETING IS A MUST

Marketing is one of the most important aspects of running a successful business because it allows a business to sustain and also to grow. Without spending money on marketing, such as is in a newspaper, a magazine, online, mailers, flyers, etc., the only way to keep the business afloat or growing is through good word-of-mouth advertising.

In a very well written article about Marketing it was said that “the best defense is a good offense.” In other words, in today’s economy businesses are cutting back on expenses to stay alive because their income has decreased dramatically but the quote, which originated from a book entitled “On War” written by Karl von Clausewitz in 1832, essentially meant that “rather than sitting around and waiting for things to get better, you must get out there and make it happen.” (Labonte, 2009).

There are only 24-hours in a day and only seven days in a week, and with today’s technology, marketing allows a business to be in thousands of places at any given time. This is known as the power of duplication. The power of duplication is another way of saying, “do the work once and get paid for it over and over again.”

A prime example of this would be McDonald’s®. Whether driving down the road and peering up at a billboard, relaxing on the couch while watching the television, searching a topic online through Google®, keeping in touch with friends on MySpace®, or waiting to get teeth cleaned at the dentist office, one could easily come across a McDonald’s® commercial or ad. They have also successfully branded their company with the goofy-looking clown, Ronald McDonald on all their ads and now use the famous catch phrase, “I’m Lovin’ It!”™

Marketing is very challenging but can be very rewarding if done properly. According to Patton and Toth (2009), Samantha

Toth stated that “If you don’t want to grow or sell your [business], and just plan on closing the door when you retire, then don’t bother marketing” (p. 47). She also went on to say that her research tells that a person needs to be touched with some form of medium at least 20 times before he will make a change in his buying habits (Patton & Toth, 2009).

A few key-points to remember is to keep track of where, when, how, and why you market through a specific medium. You can use excel spreadsheets to compile all the data and later analyze it. By working for a very large corporation I have realized the importance of keeping track of everything no matter if it seems minuscule or not.



BUILD YOUR TEAM

Having a strong team of professionals is crucial to being successful. It’s imperative to hire a team of advisors to ensure correct decisions are made and money is being spent wisely. The necessary advisors include, but are not limited to, a lawyer, a certified accountant, a financial advisor, and a bookkeeper. These people save lives from the people who want to take money from others on a regular basis.

There are many people out in the world that will do anything to get money from someone else, even if it’s not her fault. For example, there once was a lady who went to McDonald’s® for a cup of coffee. The coffee was very hot and she spilled it on her lap. Instead of taking responsibility for this unfortunate event, she decided to sue the McDonald’s® corporation, and even though she was obviously being negligent, she won the case. If McDonald’s® didn’t have a great team of advisors, they may have hypothetically lost a lot more money and may even have gone out of business.

This team of advisors can help a business owner prevent such unfortunate events, as well as protecting him from the government when they come knocking on the door for tax money “owed” to them.

As a word of advice, hire people who are very intelligent and pay them very well! Not only can they save a business owner, they are all considered a business expense and therefore a tax deduction.

CH. 23 – THINK LIKE THE RICH

Business expenses and tax deductions are two items that can make a business owner a lot of money. These deductions were created by very wealthy people who have a lot of political influence. It’s a way to pass the tax liability onto someone else.

For example, an employee of a company is technically a business expense and also a deduction. If the employee is a wise investment for a company, he will be kept on the payroll. If he is a bad investment, he will be let go. In today’s economy, people have been let go from their current employer because they became a liability rather than an asset.

It’s not something any one person can control, but it just goes to show that there is no longer any loyalty from corporations or from employees.

Pensions are almost obsolete because the companies have stopped taking care of their employees and instead, only care about the bottom line. This isn’t true for all companies, but it’s becoming more and more popular in a money-hungry society.

An employee is also a tax deduction because she pays income taxes which were passed on by the corporation she works for.

Tax deductions were created by the rich to reduce the amount of tax liability they have as well as to be able to continuously grow their company. A quote I read by Robert Kiyosaki stated, “It’s not how much money you make, but how much you keep.”

The rich pay the fewest in taxes with relation to their income and the poor and middle class of America pay the highest tax percentage in relation to their income. Oftentimes it’s because the poor and middle class don’t know any better, but most of the

time it’s because they don’t have a team of advisors who are smarter than they are. Most people tend to seek advice from other non-successful people such as family, friends, and co-workers rather than financial advisors, accountants, and lawyers.

Another challenge is that most middle-class and poor people work for someone else rather than for themselves. This leaves them with only a few tax deductions such as their children, the interest on their house mortgage payment, and the interest on student loans whereas corporations have tax deductions for every expense they have such as

rent, utilities, employees, cell phones, internet, gas, car, food, golf, travel, computer, office supplies, business cards, and much more.

These are all very legitimate tax deductions if used properly and by someone who owns his own business.



CONCLUSION

This is the time to take a stand. This is the time to join my team. This is the time to become financially independent. Do you have what it takes to be on a winning team?! We will have to see.

I’m sharing this knowledge with the world because I have a vision of something magnificent and amazing! I have a vision that I’m on to something, but I need people to join my team. As I told you before, I will be your coach and your mentor. If you truly want to make a difference and change your life, make sure to contact me.

Also, make sure to check out my work very closely. I created everything you see on my own, except some of the photos of course, but I used my imagination to create my videos. No one showed me how to do it. I had to learn for myself. I experienced all the failures. Now you’re not going to have to.

I will show you how to drive a ridiculous amount of traffic to your website whether you want to sell hats, jackets, fishing rods, ball-bearings, or anything else you can think of, I can show you how.

Although I will be your consultant, coach and mentor for any endeavor you wish to take, I’m encouraging you to join my team in the journey towards success. This is where the freedom is at and this is the time to be a part of it before it’s passed you by.



ABOUT THE AUTHOR

My name is Shane Russell. As of this writing, I am 31 years old and recently moved from Salt Lake City, UT, but currently live in Chicago, IL. I’m originally from Sacramento, CA. I graduated with a Bachelor’s Degree in Criminal Justice in 2003 from California State University, Sacramento. As many college students may have experienced, I was told to pick a path before I really knew who I was and quickly realized I had a passion for business and helping people so I decided not to pursue Law Enforcement, and instead, began learning about business. I have invested thousands of hours and dollars into my education above and beyond college and am currently working on my Master’s in Business Management. I did all this schooling on my own so you won’t have to. I constantly research and read to continue to grow. You should never stop growing. Once you do, you will begin your descent downward.

Please contact me if you have any questions or comments at info@suitedmarketing.com. I’d really like to hear what you have to say.

I am going to share with you the highlights and most important aspects to success in business and in life. I have failed continuously over the years but I have also succeeded many times because I never gave up on myself. I always made myself confront my fears and slowly, but surely, I overcame them and am no longer afraid of anyone, myself, or success. I know I’m ready and after reading this book, you will too!

The following quotes were inspired by one of my favorite movies called “Push.” Find three or four movies that best describe you and whenever someone is trying to get to know who you are, make sure to share these movies with them. If they truly want to get to know you, they will watch these movies. “Push” is only one of my movies. Here’s a quote from it:

There are many special people out in the world. We don't ask to be this way, we just are. We walk down the street, many times going unnoticed, but we are working diligently behind closed doors and one day wake up a different person. All of a sudden... we explode!

The future is always changing. Now it's your turn to win the war and take control of your own life. Are you with me?!

When you are ready you will know you're special. It's your job to make it a reality. No one can tell you. You have to take control of your own life!

DISCLAIMER

Nothing in this document constitutes financial advice, but rather general information and the personal opinion of the author. Please do your own research and consult with a certified financial planner before embarking on any investment endeavors.



RESOURCES

Labonte, David. (2009, July). Advertising and Marketing: Advance or Retreat?. *Franchising World*. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=f5h&AN=43546422&site=ehost-live>

Patton, Carol., & Toth, Samantha. (2009, September). Knowing your audience--Key to practice growth. *Optometry Times, 1*(6), 46, 47. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=44235263&site=ehost-live&scope=site>

DISTRIBUTION RIGHTS

***This motivational masterpiece may be distributed as you wish as long as the hyperlinks and text remain unaltered and the document is offered for free.**

Content Copyright 2009 - 2011 . ***Suited Marketing***. All rights reserved.

