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# AUSTRALIAN

BUSINESS & MONEY MAKING

# OPPORTUNITIES

May/June/July 2015

Vol.25 No.2

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- ▶ **Do you dream of working from home?**
- ▶ **How to get ideas for your home-based business**
- ▶ **Affiliate Marketing – how to get started**
- ▶ **Top marketing tips for new entrepreneurs**
- ▶ **Businesses you can start from home**

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**Torah Bright:**  
**"New Team 4Life Member"**

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**FRONT COVER PHOTO :** Olympic Gold Medalist Torah Bright joined Team 4Life, the company's group of world-renown athletes who take 4Life products and partner with 4Life as brand ambassadors. Torah came to the company as a customer of 4Life products based upon the recommendation of her mum and 4Life distributor, Marion Bright. To find out more about the 4Life business opportunity contact Matt Lisonbee - [MattL@4life.com](mailto:MattL@4life.com)

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# Bonus Reader Downloads

With the purchase of 'Australian Business & Money Making Opportunities' magazine you also get FREE access to 100's of downloadable ebooks, articles, software and more - a few of these are shown below. See page 49 for more!

- Making Money Online Made Easy
- 17 Simple Steps To A Killer Sales Letter
- How to Create Profit Pulling Toolbars
- Riches With Resale Rights
- Instant eMail Scramble
- Cash For Content
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- Money Secret Volume 1
- Web Sales Letters Supreme
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- Making Money with Autoresponders
- Increase Your Prices and Increase Your Sales
- Be a Whiz at eBiz
- Sales Letter Creator
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- Paid Customers Goldmine
- Podcasting For Fun and Profit
- 3 Minute Headline Creator
- Product Creation Secrets
- 115 Ways to become your own Boss

**....PLUS MANY MORE**

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[www.byob.com.au](http://www.byob.com.au)

## CONTRIBUTIONS WELCOMED!

If you have a business or money-making opportunity, product or service that might interest our readers, then we would like to hear from you!

**Fax Hotline (02) 4577-6942 or**

**Email to: [abmmom@profitcentre.com](mailto:abmmom@profitcentre.com)**

**or send details to:**

**AAA Media Network, PO Box 5518, Windsor, NSW 2756.**

**• Deadlines for next issue - see page 68 •**

Editorial contributions should be supplied as an email attachment to [abmmom@profitcentre.com](mailto:abmmom@profitcentre.com). Preferred file formats are either a Word Document or PDF. Images should be supplied separately as a jpeg or tif file. If you have any questions, it's just a matter of sending an email to [abmmom@profitcentre.com](mailto:abmmom@profitcentre.com)

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# 5 Powerful Lessons For Profiting On Classified Sites

by Ben Riddles

**M**ost people think selling on classified sites is the equivalent of an online garage sale - great for a spring clean to get rid of unused items whilst earning a little extra cash, and that's about it.

The surprising truth is there is serious money to be made on classified sites like Gumtree, if you know what you are doing.

I have been selling on classified sites for a profit for a few years now. Last year I took the plunge and quit my courier driver career. Now I sell on classified sites as my main

source of income - earning much more than I ever did as a courier, whilst working less than 20 hours a week.

## 1. KNOW THE TRUE SELLING VALUE OF ITEMS.

As teachers always say - do your homework! Knowing the full retail value of an item, along with the average second hand price-range the item will sell for is most crucial to success in classified selling. The reason that most people sell things too high or too low is because they have absolutely no idea of how much the item they are trying to sell is worth, especially in a market like Gumtree -

filled with second hand goods and bargain hunters.

When you know the true selling value of an item, you have a far better chance of spotting under priced goods which you can snap up and resell for huge profits.

## 2. TARGET GOODS FOR CHEAP OR FREE WHICH YOU CAN RENOVATE EASILY.

Capitalise on other people's laziness. A very effective technique is to search for items listed extremely cheap or even free, with an easily fixable flaw. Renovate the items quickly and easily and resell them for

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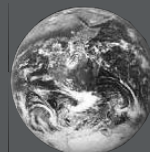
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Exelmetal, Unit 6/9 Villiers Drive  
Currumbin QLD 4223

a more realistic price. Once you start searching, you will be amazed at how many quality items with a minor flaw people can't be bothered to fix and will practically give them away.

### 3. BUILD UP YOUR FLOAT AND MANAGE IT WISELY.

You can't snap up a bargain fast if you have to wait until next weeks pay.

This is why you should build up a float of buying and selling money and make sure you use it wisely - don't be tempted to dip into it every time you are short a few dollars. Having the cash ready and waiting and being the first to contact a seller has scored me so many bargains from sellers who list their goods really cheap because they are leaving for overseas immediately or desperately need the cash.

### 4. PLAY THE HAGGLING GAME.

Classified buying and selling is a bit of a game - the thrill of the bargain hunt. The thrill

of finding a bargain is a key reason why people frequent these sites. So when selling, I say give them what they want. The trick is to figure out the real selling price of an item

and add 10-20% on top. List your items as 'negotiable' and let buyers haggle you down the 10-20% to the real selling price. You get the price you want, they get a bargain - everyone wins!

*"The trick is to figure out the real selling price of an item and add 10-20% on top..."*

### 5. DON'T TAKE IT PERSONALLY.

The most energy draining part of classified selling is dealing with the timewasters. Unlike Ebay where the auction format determines most of the communication between buyer and seller, Gumtree is filled with tyre-kickers and cheap people who like to throw you lowball offers. Ignore them. Don't let these people steal your energy.

The trick is not to take it personally. Because it's not personal. Most people don't wake up looking to be a nuisance (yes, you will come across the odd nut-job exception). These people just have different definitions

of what time wasting or a reasonable offer is. A serious buyer is easy to spot - they will actually show up and at least have a look at what you are selling.

**Ben Riddles is a self-employed Copywriter and classified seller who quit his job as a courier driver to pursue his 'laptop lifestyle' dream. He writes a regular email advice newsletter about selling on classified sites. For the latest tips, tricks and techniques, sign up at [classifiedsellingadvice.com](http://classifiedsellingadvice.com).**



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# Free Home Business Finder



A genuine Australian business, helping our customers for over 5 years and proud!

**Are you tired of trying to find a genuine home based business opportunity?**



These days there are thousands of home business opportunities to choose from, so where does one start?

ARE YOU TIRED OF TRYING TO FIND A GENUINE HOME BASED BUSINESS OPPORTUNITY?

**Let us help you find a home business that suits your needs!**



Our aim is to help individuals find the ideal work from home opportunity based on interests, skills, projected income and lifestyle.

We will genuinely help you to choose the ideal work from home career. After all this is a very important decision and worth researching properly.

Try our home business finder, fill in your details and we will have a professional representative in contact to discuss the most suitable home based business for you. This is a free service offered to people genuinely looking for a home business.

We will help you find your ideal home based business free

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Where do you live?

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A professional representative will contact you within 48 hours

## Recent testimonials

**Benita from Rural Central West NSW**  
Finding a genuine home business opportunity is not easy. Your information and advice was very relevant and useful and certainly helped me take the plunge into home business. I am so glad I contacted you.

**Sam Stow from Sydney Australia**  
I used this home business finding service and found it very valuable, I have since started with a great new home business, thanks guys, very good service. Sam Stow.

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# AN OPEN LETTER – From a once “Flat-Broke” Sydney mother of three, who stumbled across a little-known “Secret Business”, that made her wealthy – one that you can start too – for very little!



To: Good, decent, honest, hard-working women, men, or couples who are frustrated with “Silly”, “Hype-Filled” and downright “Ludicrous” opportunity offers – but would be willing to work, if given A REAL chance to create an outstanding full-time income, working part-time hours. Be your own boss, and build up security in what may just be the world’s most SIMPLE, yet **INGENIOUS** business.

Hi, my name is Myriam and I’m a mother of three who started this business with no experience and built it up to an \$85,000 a year windfall working only hours that suited me and my children. I sold my business for a large five figure PROFIT. It happens to be a very simple business that just about anybody, both men and women, can do easily from the comfort of their own home.

## Forget The Silly Business Opportunity... Here's Some Good Old Fashioned Common Sense.

In the past year, before I decided to tell my story in ads like this, I answered a lot of ‘opportunity ads’. I wanted to investigate what was out there for people who wanted to be their own boss and work from home. Well, I’ve got to tell you, what I discovered shocked me.

You see, most of what I got back was just plain silly. I mean, how gullible do these people think I am? I got information on making millions on the Internet. Multi-Level Marketing companies sent me their brochures and told me how easy it was to make a million. Envelope stuffing companies promised me \$10 for every letter I mailed. And the Mail Order Gurus told me how they were going to set me up in my own Mail Order business and how I’ll be making at least \$30,000 a month! (Does this sound familiar?)

## Is There Anything ‘REAL’ You Can Do TO Be Your Own Boss And Make Good Money?

You know, I was encouraged by all this drivel that I received. Because I realised just how valuable my business really was. But before I tell you exactly how you can cash in with this ‘secret business’ I want to make it clear what this business is NOT.

### What this business is NOT:

- NOT Multi-Level Marketing where you try to flog over-priced products to your friends, family, workmates and neighbours.
- NOT some Internet get-rich-quick-scam.
- NOT another “how-to course” or pile of books and tapes that get you all revved up with nowhere to go ... or worse, gather dust on a shelf.
- NOT another Mail Order scam where you get to buy “reprint rights” to outdated American books that nobody wants.
- NOT a “regular business” with BIG overheads and BIG headaches. In fact you don’t have to sell anything!!

## Here's How I Discovered The ‘Secret Business’ That Changed My Life!

It started when I was on maternity leave. The days were flying by and the thought of returning to work was making me ill. You see, I wanted this time with my baby. Put simply, I was desperate to stay at home with my newborn child and not go back to my former job. I was still feeling a bit guilty about my first child ... and how after a few short months, just when he needed me the most, I had to return to work to pay the bills. I was determined that this wasn’t going to happen with my second child. I didn’t know how I was going to do it. All I knew was I wasn’t

going back. I just had to find a way I could stay at home and still bring in the money ... there just had to be a way.

### A chance story on T.V Started My Journey.

And then it hit me. Call it fate; call it destiny, maybe even karma, whatever it was, it didn’t matter ... all I knew was THIS WAS IT! Sitting down one night watching TV up popped the opportunity I had been waiting for. The show was all about lost Superannuation Funds and how this mob was getting paid to track down super for people willing to share the bounty. These guys found the money, returned it to the rightful owner, and took a cut of the money found! Just brilliant! And the best part is that everybody is happy. The client received money she wasn’t aware of and the business was happy because they were making money. Every one wins! But it seemed to me that relying on just one income made this a risky business. I don’t know where it came from, but I had this feeling, this total conviction that I could do even better.

### I Took This Opportunity Even Further

I soon discovered this opportunity was even BIGGER than I imagined. Not only is there a lot of superannuation left unrecovered, there is a whole heap of unrecovered monies just waiting to be found. Money that is just sitting there waiting!. And if it isn’t recovered, guess what happens? Yep ... it gets handed straight over to the government! I had to put a stop to this. And I had to find out exactly what kind of monies were out there ... where it was hidden ... and I had to find out who this money belonged to. And what I discovered completely amazed me! It’s like going on a treasure hunt... but instead of having just one map, you’ve got dozens!

- There’s money everywhere (if you know where to look!)
- Government reports reveal ONLY 2% of the rightful owners ever see their money - a whopping 98% is swallowed up by the government coffers!

The numbers are simply mind boggling! I hit a Billion dollar industry... I thought if I could just find a fraction of this money I could be RICH! How hard could that be? My blood was up. Here was my escape route from the dreaded nine-to-five. This was my ticket to freedom! So what did I do? I decided to start my own Recovery Business! I just dove straight in and starting swimming (or floundering as it turned out to be). You see, the more I dug, the better it got and the bigger my grin was getting. I had hit the JACKPOT; the mother load ... all I had to do was fill in the gaps. (Little did I realise what was ahead.)

### The People “In The Know” Don’t Want To Share Their Secrets!

“Well duh,” you might say. “Of course they’re not going to tell you their secrets.” And you’re right. But just remember I was a greenhorn back then ... trying to figure it all out for myself, so forgive my ignorance. I just had this naïve thought that maybe, just maybe they’ll want to play fair and share all the juicy secrets with me. How wrong I was! Look, in Australia, there aren’t too many people who specialise in unrecovered money. And those that do aren’t

going to sit you down and spill the beans. (But I am!) Just doesn’t work that way. (I soon figured this out.) They’ve been doing this for years “on the quiet.” Naturally they don’t want any publicity. I mean if this got out to the public...?

Anyway, so I took a few wrong turns and hit a lot of dead-ends along the way. My learning curve was a long one. Just ‘filling in the gaps’ took me a full year.

And I’ve got to admit, the first twelve months I struggled getting all the bugs out and getting my systems in place. But I determined to succeed. After that, it was child’s play. I knew what to look for and I knew where to find it. That’s when it got easy.

I’d slip on my detective’s hat, fire up my computer, and my search begins. Within minutes I was finding the money... lots of it!

### It's The Ultimate FREEDOM Business!

This business gave me time to stay at home with my children and work only the hours that suited me. And I didn’t need to leave my house to make an income. Just a little bit of detective work was all that was required and I had made my money. And when I say work I don’t mean slugging it out on the nine-to-five bandwagon. No. It means hopping on my computer, making some phone calls, posting a few letters and then banking the cash.

Once I had all the bugs ironed out and I had my systems in place, it was dead easy.

- I find the money...
- I find the person who it belongs to
- And I take a cut (usually 20%) of the stake.

It’s that easy when you know the secrets!

And the best part? It’s the FREEDOM. I never work more than twenty hours a week... I have all that extra time with my children. By discovering this ‘secret business’ I got to share those precious moments with my son, got to be there as he took his first steps ... I was there when he said “Mummy” for the first time ... I was there when he needed me! And I can’t tell you just how good that feels!

And the reason I’m writing to you today is that I am going to set up a limited number of sincerely dedicated people in a business... virtually identical to mine!

You get the systems, my personal coaching and every single document you need so you can cash-in BIG with this opportunity. (And I’ll even let you pay a good chunk of your set-up fees later ... only after you’ve made a PROFIT!)

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# Small Successful Business Ideas

by Shawn Moran

**H**ave you ever stopped to think of all the crazy ideas that have made people money? "Why didn't I think of that!" comes to mind, or worse, "I had that idea!" I can't count how many of these ideas I've passed on or followed others that were sure to be winners. Go big or go home was my motto. Yes, it's the dream of knocking it out of the park that got me up in the morning. The big idea! Today is going to be the day!

As I got older I finally realised that maybe going big was my mistake. Big wasn't getting it done for me. Maybe it was time for

small? Small successful business ideas can work just as well. I just needed to change my perspective and adjust my attitude. Here are some ideas I've been kicking around. Feel free to add some of your own when we're done.

## ARE YOU A WORDSMITH?

Is writing your passion? This is a growing field with a lot of demand. Just visit Elance.com and see how these careers can work for you. Granted, it takes some time to grow your reputation and earn credibility in this field.

The Elancers who do get rewarded quite well and seem to have more jobs available. You'll be competing with freelancers from all

over the world but you can drill down to your respective skill. Is technical writing your specialty?

## HOW ABOUT PROCESS OR CREATIVE WRITING?

A lot of companies and smaller web owners are looking for content on a daily basis. Have a knack for writing copy? Marketing and advertising are in huge demand. There's a lot of opportunity to be successful with this business idea.

Clients negotiate the project, rates and terms with their freelancer before accepting the offer. The deliverable due date is also agreed upon and the work begins. Two way reviews help both client and freelancer earn

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WOW – \$7,000 in my first month!

– *Catherine, Accountant, NSW*



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credibility with future projects. There's also a work room to meet if there is any concerns with the project. On average a reputable freelancer can earn anywhere between \$25 to \$75 per article. Everything is negotiated up front.

## How's YOUR "PEOPLE" SKILLS?

Companies are always looking for people to solve everyday problems. Think about the times you complained about poor customer service. Here's a chance to improve this damaged concept. This field is always looking for good people with exceptional communication skills.

It can be set up with little as a headset, phone line and company provided software. Do you have crazy days juggling family obligations? This line of work can provide a good perk allowing you to work from home using your schedule. I have friends who work for a large insurance company that do this line of work. They love it! It provides them with full time work, benefits and flexible schedules.

A company that has taken this idea to the next level is Apple. They use "Apple At-Home Advisors" for every product they sell

and support. Are you a master with iMovie or iTunes? Been improving your programming skills or app development? You can work from home helping people solve their problems with these applications. A lot of companies are moving their departments to home based reps.

*"Virtual Assistants are a growing field for people who are always on the go..."*

## HAVE RELIABLE TRANSPORTATION?

Why not help people get to their destinations? A company that continues to get a lot of attention with this is Uber. Sorry taxi drivers but this is a good thing for people who are looking for small successful business ideas.

Known for its ongoing protest around the world Uber still managed to earn Best Tech Company of 2013 by USA Today. This is one of "those ideas" I had years back in college while travelling abroad in Europe. I got real tired of getting jerked around and taken advantage of by taxi drivers who pretended not to understand me. I thought to myself how great it would be to have a service that could allow me to schedule a ride and agree

upon a price before I got picked up?

Currently valued at over \$40 billion dollars the company's popularity shows no signs of slowing down. Offering an easy sign up process along with an integrated app makes viewing and managing your pickups easy. Drivers set prices based on their cities current market rates. A cashless system allows for hassle free drop offs and no worries. Working around your schedule and commitments could provide an exciting career change or side job.

## ARE YOU ORGANIZED AND TASK DRIVEN?

Alright, this might be a stretch but we're talking about ideas, right? Virtual Assistants are a growing field for people who are always on the go. Also known as VA's, they handle a lot of different task depending on their clients needs. It's estimated that there's over 25,000 VA's worldwide and the new career field shows no signs of slowing down either.

Virtual Assistants complete task related

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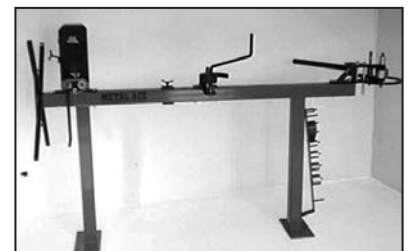


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to office administration duties. They use technology such as Skype or Google Voice to talk with their bosses and receive task. This field runs on a contract basis with terms as long as five years once a probation period is met.

Some clients go as far as letting their VA's perform personal tasks. They can schedule appointments, handle banking or respond to e mails. Salaries for this online home business position vary by terms. I'm sure we'll see an app for this new line of work as well.

### WHAT ARE SOME OTHER SMALL SUCCESSFUL BUSINESS IDEAS?

We've all heard the phrase "find a need and fill it." This "is" and will always "be" the case when thinking about business ideas.

Above are only a few examples for us to consider. We didn't even get into one of the most popular paths such as affiliate marketing.

Also worth noting are home based opportunities in web design and management. SEO specialist, programmers, bloggers and other internet marketing jobs will continue to flourish. My wife currently does closed captioning work for the hearing impaired from the comfort of her home office. Talk about a nice gig!

I believe in the years to come we'll continue to see a shift with the current work force. More and more people will want to look to small successful business ideas as their solution. Maybe even join companies that encourage the work at home model.

Trends show that task tracking software continues to evolve and improve. Supervisors concerned about their people

getting tasks done will have their fears put to rest. They will also be glad to see their employee's productivity and morale increase.

What are some of your ideas? Thoughts? I'm tired of the daily commute, aren't you?

For more ideas on working from home please visit us at <http://internethomebusiness.org>



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From Mal Emery, Millionaire Maker, Best Selling Author, Coach of the Coaches and Mentor to Australia's Underground Millionaires, Business Owner, Speaker and Multi-Millionaire...dubbed by those who know as the 'Napoleon Hill of the Twenty-first Century'.

**Do you want to be a millionaire?** Yes? Ok folks, everyone answers "yes" to that question...but do you know what it really takes to become one? I mean truly understand what skill set you need, what actions you should take and how to plan step by step, how to achieve this?

Well you are not alone and it's not your fault...yet. I guarantee I can pin point why you haven't yet made your million.

Interested in what that might be? *Becoming a millionaire boils down to doing a few certain things in a particular way.* How do I know this?

Two ways: first, simple experience, or what I call "Expensive Experience". Over 35 years I've bought and sold over 20 businesses and coached thousands of business owners from all walks of life in hundreds of different businesses and many of these have gone on to become millionaires. So my information is fair dinkum "from the trenches" of business.

The second? In 2009 Fortune 500 magazine did a study of 400 billionaires

and found that 173 of them started in their garages with nothing! So what is clear to me is that...

*Financial success has nothing to do with education, "birth", luck or a visit from the tooth fairy.*

What's stopping you then? Well on a recent long haul flight between Sydney and Perth I got to thinking about this. The silence of the flight provided the head space to get clarity on the issue and the

have it in all its original glory, cross outs and spelling errors included.

Claim a copy of my new FREE report "7 Big Reasons People Don't Become Millionaires – and what you should do if you want to become a millionaire" (Valued at \$197) and start living your life with a clear focus and accurate thinking. It may make all the difference.

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# Tutoring Business

## A Business You Can Start From Home

by Victoria Olubi

**Tutoring is a great business idea if you like to teach, if you can use the added income, and if you prefer a venture with very minimal start-up costs.**

You can be a tutor on about anything you know well - whether it is academics, foreign languages, playing a musical instrument, or using the computer.

Depending on your area of expertise, your clients can be grade school students, high school kids, college students, or just about anybody who wishes to learn from you: a grandmother who wants to use the computer to send emails to her family, an immigrant who needs to polish their English, or an executive who wishes to learn how-to play the guitar.

The manner of delivering tutorial services depends on the subjects you teach and your students. It can be personal, on a face-to-face basis, or you can also use email, chat, fax, or phone. Tutoring younger kids, as well as teaching adults new skills, may require your physical presence but you can do online tutorial for the other students such as those attending college.

Although you may want to start as a one-person tutoring business, you may eventually decide to expand your operations and set up a formal tutoring company and hire other tutors. Alternatively, you can provide a tutor referral service and match tutors to the students who need them.

### ARE YOU QUALIFIED TO BE A TUTOR?

While establishments offering tutorial services require their tutors to have at least a bachelor's degree, this is not a requirement if you are to venture on your own as a tutorial service provider. Neither are you required to have a teaching degree nor a classroom teaching experience although that can work to your advantage.

However, you must possess basic teaching skills. Those who succeed in this busi-

ness are people with the sincere desire to be mentors and help others learn. A tutor must also be a good communicator, patient, and creative. Another must is specialised knowledge. Although you get to choose the subjects you teach, it is logical to handle those that fall within your field of specialisation. This way you can feel confident and well equipped to answer questions posed by your students and enjoy teaching it, too. Degrees in English, Physics, Chemistry, Biology, Mathematics, and Foreign Languages can boost your credentials when handling academic tutoring, especially for high school and college levels.

Teachers and day care workers can easily do tutoring as a part-time job. Parents who capably home school their children or help them with their homework may also

want to tutor other kids.

You can learn more about how to start a tutoring business by reading books like "Become A Private Tutor" which was written by an expert in the field.

Often referred to as "the tutor to tutors" Victoria is a best-selling author, award-winning business owner and an accomplished tutor. Her best-selling book, *Become A Private Tutor* has helped hundreds of people to start their own education businesses. Through her products and programmes she has helped over 500 aspiring educators to start their own home-based education businesses. Visit <https://www.udemy.com/tutoring-success-how-to-earn-up-to-3k-per-month-as-a-tutor/?couponCode=promotion> and join over 500 tutors who have enrolled in this best-selling course.

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## "You Can **Start With Less Than \$500** and Make Lots of Money, Creating and Selling High Demand Information Products.

***I Did, And I'll Show You How ..."***



**Brent Price**  
Knowledge Marketing Coach

Sound incredible? Maybe, but just a little over 10-years ago, I created and launched my very first info product, for less than \$500 and built a **7-figure business** along with a subscriber list of **63,287 customers** in just 24 months.

**[I've since gone on to sell millions of dollars worth of info products for myself and my clients.]**

### Here's How It Works ...

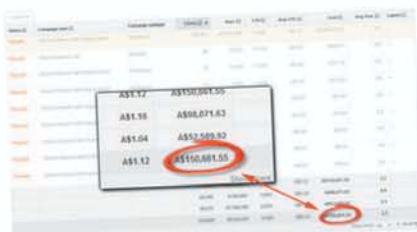
Starting with a simple \$100 advert, I sold **\$891** worth of information-products. I then **turned that \$891 into \$3,564**, then that \$3,564 into \$7,128 and so on ...

Once I had a **winning formula**, I experimented with other ads and other products.

In fact - I spent over **\$250,000** (quarter of a Million Dollars) in advertising, **just on one single product**, due to the **consistent profits** it was making me.

For each \$1 that I spent on ads, I was **getting back \$6.27 in profit!**

It's simple maths; if you get \$6 for each \$1 you spend on ads, you run as many ads as you possibly can!



**\* One of My Google Accounts Where I Spent over \$150,000 Running Profitable Adverts**

### Huge Profit Margins!

The best part about creating and selling information products is the money you make is nearly all profit! - Information products are **very cheap to make**, yet have a very high perceived value.

**[I've sold info products for \$697, that cost just \$4.80 to make!]**

Making your own info products is not only easy - **it's a lot of FUN!**

I'll show you step-by-step how **YOU** can get started today!

### Selling Information Is The Perfect Home-Based Business Opportunity!

There are many "Get Rich Quick" plans. Some are based on theories that simply don't work. Some are outright cons! Others are real winners that have proven themselves over the years. These are the opportunities that have worked consistently and have stood the test of time.

The techniques I've learned for creating and selling information products is one of them.

They are working for me and they are **working for hundreds of others!** They are not based on principles that only work in other countries; They are working for me **right here in Australia!**

### I Can Show You My Simple Money-Making Methods ...

I can't promise you'll get rich overnight (although many do). What I can promise, is that if you're willing to put some time and effort into learning some simple strategies and a sensible mathematical formula to marketing, you too can become successful.

### Why Am I So sure?

Because my approach works! I've proven it over and over in the real world, using real money. First with myself, then with other people just like you!

### Your Road-Map to Success!

I've created a brand new book - entitled "How To Get Paid For Your Knowledge" **I'd like to send YOU a copy Absolutely FREE!** My book is jam-packed full of details that systematically walk you through the steps necessary to make money creating and selling info products.

## GET THIS BOOK

Valued at \$39.95

**TOTALLY FREE!**



### Now It's Your Turn ...\*

If you take these solid, **proven techniques** that have performed consistently and reliably for me, as well as others and put them into use, you too can succeed in building your own information marketing business.

How you run your business is entirely up to you. You can do it part-time, or full-time. You can run it alongside your current job or business. When, where and how you work will be completely up to you. You'll be in total control of your life and can **make money** following your passion and **getting paid for doing what you love!**

### Start Small and Build Up!

Obviously, you can start small then build up as you gain more confidence. I started with just \$500. Now that I have a lot more confidence (and money), I create much bigger projects - And **YOU can too!**

### GET MY NEW BOOK \*

**FREE**

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# Affiliate Marketing

## How To Get Started

by Patricia Lavery

**I**n this new world and economy it has become of interest for people of all cultures to want to work from home and make an income online.

Working from can be a wonderful thing. You can organise your own day the way you want, earn as much or as little as you want, spend as much time as you want on your hobbies and report only to yourself.

But beware, you do need a plan or you could go off track!

Having a good website is one way to go, but, that's not always true. Investing your time and money into a website can be avoided and you can still make lots of dollars per

week without spending too much to get you started and without a website.

Sounds too good to be true?

Affiliate marketing - a.k.a. "Selling Other People's Products" lets you be paid royalties or a percentage of the sale just for promoting their product or service. When you see how easy it is to set up you will become more interested in how it all works to your benefit. You can join Affiliate networks for free and use free internet tools to get you up and operational fast.

Some of the Affiliate Networks are ClickBank, JV Zoo.

Once you decide on an Affiliate Network to join, having a peruse and a read of their information is important so you understand

how they work, and especially how you get paid for your work.

Once you have read up on the Affiliate Network, it's time to browse through their "Market Place" and see which category is most attractive to you. It's always best to pick something you are interested in first so the journey is a little easier for you to get into the swing of it. The product or service you choose will have a link so you can see their "Sales Page" - this is the page the "Buyer" will see and be attracted to purchase the product or service. Sometimes it's a good idea to buy the product yourself so you can experience it yourself... but remember this isn't necessary to get you started.

Once you choose your product or serv-

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- We do not do home parties or do hotel meetings to recruit
- Not MLM, No cold calling, No Gimmicks, No Door To Door, No stock to buy....

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ice and are happy to promote - you just get that link and start promoting by attaching the link to your posts, articles, or pay per click advertising.

And if you do have a website, the link can be placed there too.

Now, remember, it's not as easy as that to start with. You do need to do your homework and understand the product or service. And you need to promote widely. Systemising your promotion is important so you stay on track.

Forums are also an other way to promote your product or service. Finding related forums where you can comment or suggest, or help. Remember to be careful and tactful, avoid jumping right in. It's best to create a bit of rapport first before you try to 'hard sell'. But you will find forums where it is okay to invite people or post your affiliate link.

Be of help to people, join their community and let them see you are genuinely interested. Then they will be more willing to visit your link or engage in your posts.

Article writing is a powerful way of getting your message out. Just keep thinking about 'helping people' and 'solving problems' and you will stay on track with your article content. Also keep your articles short and concise so you don't waffle on and lose the reader's interest.

Also being consistent with your article writing is important. Once a week would be good, but more often like once a day for a few weeks would be even better, then you can settle into once a week.

Once you get into the swing of this, you can promote more than one product or service. Start with something that interests you or you know a bit about to make it easy to

start, then you can branch out with different products and services by simply using the same methods.

Be consistent, patient and keep going. It's not always an overnight success, but consistency will pay off in the end.

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# Building An Ebay Business Success or Failure

by Neil Waterhouse

**H**ave you ever noticed everything in life is normally always more difficult than it first appears?

As soon as we get a great idea and begin to pursue it, the first unforeseen hurdle quickly appears.

How, and if, we overcome these hurdles can determine our success or failure of the strategy.

Many movies are based on this life principle, including Star Wars. Remember how Luke was asked to do a relatively simple task, however quickly the first unforeseen obstacle appeared then the next and next. The Star Wars story is a classic 'underdog' overcoming many hurdles to reap the rewards at the end then, retire back to their farm.

In fact this is what man has done for thousands of years, that is, gone out on a big quest then return back to the farm after the quest is completed until, the next big quest appears and the story repeats.

Building any business is the same. Obstacles quickly appear and they need to be learnt or solved to move forward. Building an ebay business is no different.

At first glance the obstacles are a pain in the proverbial, however the hurdles are a good thing. As every obstacle cuts down the competition, as many quickly give up and begin looking for something easier. However, when the next great idea appears they quickly find the next great idea has obstacles too. Again

they drop that great idea and move to the next great idea and so it keeps going.

Great ideas require execution. Success = Great idea + Execution

The problem with all great ideas is there are "always" obstacles which need to overcome.

Yes, it takes time and effort to learn how to overcome each obstacle. However,

every time you overcome an obstacle, you not only leave many other sellers behind you who gave up or found it all too hard, but most importantly you reap the rewards of learning how to solve each obstacle.



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We call these obstacles "barriers to entry".

Every barrier culls more sellers which is great news, as if it was super easy, there would thousands more sellers.

I have known people who gave up just trying to open their first ebay account, sure it is simple for many of us, however not simple for everyone.

Last week I was in Brisbane for an ebay event and someone asked if the event was still on because of the weather. I looked out the hotel window and there was a bit of rain and hardly any wind?

My immediate thought was, 'If this bit of rain is too much for you to get to an ebay event, then you do not have much chance of overcoming the hurdles of building an ebay business.'

The great thing with ebay is there is an answer for nearly every question you can have. We just have to be resourceful in finding the answers. Sometimes it might take a trip in the rain to a 90 minute event, other times it might mean watching a 10 minute YouTube video or reading a book.

Most obstacles are really not that hard to

overcome. The hardest part is normally getting started on thinking how to solve it.

Some of the obstacles which need to be learnt for an ebay business include, how to find products?, how to automate? How to photograph?, cheapest ways to ship items etc. All these questions have answers as many people have hit the same barriers and solved the issues.

***"Most obstacles are really not that hard to overcome. The hardest part is normally getting started on thinking how to solve it..."***

When building any business including an ebay business, our job as business owners is to "build" the business and not get bogged down with "working" in

the business. It is too easy to get bogged down in \$3, \$5, \$20 hour work of "running" the business when we should be delegating this work and only doing the \$100 + ph hour work of building our business.

As business owners we need to be continually evaluating if we can automate a task with a piece of software or can we delegate the task to somebody else so we are freed up to build our businesses. Today it is very easy to outsource overseas staff at \$3 + per hour for many tasks.

Again, learning to outsource and dele-

gate are 2 more obstacles which require learning. None of us were born with these skills however we can all learn.

So the next time an obstacle gets in your way, think of it as a good thing as when you learn how to solve it, you have left even more of the competition behind.

To your success

**Neil Waterhouse is an ebay Multi-million dollar seller and the author of best seller "Million Dollar eBay Business From - A Step By Step Guide". As well Neil is the founder and host of the Sydney, Melbourne and Brisbane eBay Sellers Meetup Groups.**  
**For more information, see**  
**<http://www.neilwaterhouse.com>**



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# Big Profits in Self Publishing

## 50 Shades of Green Naughty Fiction

by David Newton

**Is there room for another E.L. James (Erika Mitchell) out there?**

The self publishing phenomenon has gone full circle with 50 Shades Of Grey being such a huge success. Erotic fiction aka "Mummy Porn" as it's known in the writers circles has taken the world by total surprise.

How much money has it made Erika Mitchell? So far its made her way in excess of USD \$100 million. She has sold well over 100 million books worldwide. Erika is making over USD \$1.3 million per week from her books. Even Erika was shocked herself at how her book trilogy took off. She only started writing in January 2009 published the trilogy in 2011 and in 2015 a motion picture is now screening based on the books. The

movie is already one of this year's blockbuster screenings with over USD \$500 million at the box office so far.

What's more its spawned a whole new (highly profitable) sub culture of books avidly read by men and women mostly on their Kindle's everywhere in the world.

### THE TOP 100 EROTIC ROMANCE AUTHORS ON AMAZON KINDLE

Go to Amazon and look up the Top 100 in erotic romance authors it's a stunning list. Yes EL James heads at number 1, but take your eyes off her a moment ... and look at all the other authors. The other 99 on this list (which is

updated hourly by Amazon) are also making huge personal incomes too from their books. Chances are, you've never even heard of these names, my guess is all of the other 99 are totally new to you unless you're already an erotic fiction buyer.



But each one of them in the "Top 100" is earning 6 to 7 figures per year from their books. Make no mistake, they are all earning very handsomely from their books you've least heard about.

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Kindle these days runs their own out-sourced production team.

- They write on average 1 Kindle eBook per week, typically 3,000 to 10,000 words. But many will do 2 books per week which seems to be an industry standard.
- Book series and box sets have now replaced the big fat 500 page books. Also these are a more profitable way to sell bigger books too. Readers get hooked on the first book and want the series. Thinking of writing a door stopper? Don't ... chop it up and sell it in bits, you'll make more money!
- They outsource the graphics such as e-covers to people online who are really great at doing those tasks.
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- Their books are written to highly specific niches - e.g. BDSM, Taboo Erotica, BBW, Swingers, you get the idea now don't you?
- The average professional erotic author will have anywhere from 50+ to 400+ titles sold under their name or in several pen names. Amazon lets you have up to 3 pen names per KDP account. Yes some people have several Amazon

accounts for the serious authors who are selling tons of books.

### **WHY DO PEOPLE BUY THESE BOOKS SURELY THE BOOKS ARE JUST VANILLA?**

Readers buy erotic books as a type of "vice". They HAVE to buy the next one and the next one, compulsion drives them. Reading books can be more addictive than any drug.

Yes, mostly its because they want to read the sex scenes. Some want a story line with their sex scenes and others don't mind either way. But the facts are these stories are graphic and are skilfully designed to evoke the reader into being "turned on" - yep all by mind power!

It's amazing, the power of a few

words on a page can get a reader stimulated and feeling sexy and with a "dream" they can replay in their minds eye again and again. That's the power of words.

And like I said before once they've read one book, they are ready to devour the next one.

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*"Hundreds of millions of people read eBooks on their smart phones and tablets each day..."*

can secretly read a naughty book while in public. This is something you can't do with a regular book. You can also carry hundreds or thousands of books with you on your device without lugging around heavy books with you all day.

Erotic romance isn't the only niche that has a runaway success. Crime fiction, supernatural and fantasy books are also high on the list too.

### **FROM MY OWN EXPERIENCE**

Over 20 years ago I was a writer for 3 different singles magazines. At the time, space was also devoted by the editors to fiction articles alongside the helpful non-fiction articles already a part of the magazines. I was asked to contribute by writing under a pen name some hot and steamy articles, which at first I didn't know how they would be received. As it turns out the articles did well and I was paid for more articles. These days I now write approximately 1 book per week and upload my books to Amazon Kindle my fiction books are on [www.ClimaxTales.com](http://www.ClimaxTales.com) if you want to learn more.

David Newton runs social and business events in both Sydney and Melbourne see his sites: [www.meetup.com/BabyBoomersRights/](http://www.meetup.com/BabyBoomersRights/) and [www.meetup.com/Baby-Boomers-Melbourne/](http://www.meetup.com/Baby-Boomers-Melbourne/) plus [www.MelbourneWalking.com](http://www.MelbourneWalking.com) plus [www.SydneyWalking.com](http://www.SydneyWalking.com) attend his regular events and meet new people.

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# How to Get Ideas For Your Home-Based Business

by Emma Hague

**O**ne of the critical parts of starting a new business is getting really clear on what your ideal clients need so you know what products/services to create for them.

However, this often involves actually asking them - and many individuals are worried about 'getting themselves out there' before they're really ready to launch their first business and I understand why.

- You worry that people might assume you're already an 'expert' in your chosen field (or might want to 'test' you) and ask you questions you can't answer.
- You worry your colleagues / employer / family might spot what you're doing before you're ready to tell them.
- You worry that someone else might pinch your idea for the business you want to start.

That's an awful lot of worrying before you even get going!

Here are 5 Top Tips for market research in 'stealth mode'!

## 1. AMAZON.

See what books you can find on Amazon relating to your chosen area of expertise. Reading the book reviews will tell you what people found really useful and what help/information they're still looking for.

## 2. GOOGLE.

Google AdWords Keyword Planner tool is great for helping you find out what people are searching the internet for. You can enter the questions you think people might need the answers to "How to..." "Where to..." "When to..." to see how many searches there are each month. (Great for getting clear on your 'Promise' and your hooky 'Program' title!)

## 3. FORUMS.

Join the forums you think your ideal

clients will be using. Find out what their issues are and connect with potential partners/clients. You can post questions to fellow members and some (like Netmums) welcome market research but make sure you check out their terms and conditions.

Also be careful not to advertise your new business on these forums as this is generally frowned upon and you could get into trouble.

## 4. TWITTER.

If you're not on Twitter yet, get yourself on it! Set up a free profile and start tweeting tips and advice on your chosen subject. Look for other people in similar areas of expertise to follow and re-tweet any tips they post that might be relevant to the people you want to help.

Your focus to start with should be on passing on tips and building relationships with other Twitter users. You don't even have to mention your new business yet if you don't want to!

The aim is to try to get potential clients to start to follow you for your free advice so try to keep to a theme - don't worry about the quantity, it's the QUALITY of your followers that's important!

## 5. BLOG.

Set yourself up a free blog at <http://www.wordpress.com> and aim to post an article once a week relating to your area of interest. You can post pieces of advice or simply your take on a news article (relating to your area of expertise).

Again, focus on just providing useful

information to start with.

Aiming to post an article once a week will force you to find content relating to your business idea - increasing your knowledge and expertise in the mean time!

You can then link to your blog articles from Facebook and Twitter and ask for comments from your fans/followers.

The main thing to remember is this: Many people think as soon as they start posting 'stuff' on the internet, everyone will know what they're up to and will start scrutinising what they do.

Not so! It's just not that easy to get noticed online!

So take a deep breath and give some of these a go if you're in need of baby steps to get started!

**Mumpreneur Mentor Emma Hague helps mums in the UK create a home-based business they love so their potential continues to grow alongside their family. Get her free PDF "5 Signs You're Ready To Kiss Your Boss Goodbye After Maternity Leave!" at <http://www.mumpreneur-training.co.uk/pdf>**



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# Torah Bright Brand Ambassador for 4Life

by Calvin Jolley

**D**avid and Bianca Lisonbee launched 4Life Research in 1998 with a commitment to the science of its products, the success of its distributors, and a philosophy of service in communities where ever distributors operate. In 2000, the company opened its first international office with a millennial launch in Auckland, New Zealand, which was followed by an office outside Sydney, Australia.

Today, with offices in twenty-four countries, 4Life enjoys conducting business with hundreds of thousands of independent distributors on five continents. Last year, the Direct Selling News recognized 4Life as the 41st largest direct selling company in the world, which places the company among a handful of top-ranked network marketing opportunities in the world.

## OPPORTUNITY NOW

In January of this year, Olympic Gold Medalist Torah Bright joined Team 4Life, the company's group of world-renown athletes who take 4Life products and partner with 4Life as brand ambassadors. Torah came to the company as a customer of 4Life products based upon the recommendation of her mum and 4Life distributor, Marion Bright, and represents the cross-generational opportunity of a direct selling company that has generated more than two billion USD in sales and paid out more than 1 billion USD in commission to its distributors.

Other Team 4Life Aussies include Ian Baker-Finch, professional golfer and winner on all four major tours, and Glenn Dobson, an Iron Man Triathlete and extreme distance runner.

## THE SCIENCE OF SUCCESS

As part of a strategy to carrying forward the vision of our founders, 4Life President & CEO Steve Tew launched a partnership with the University of Auburn. The Molecular and Applied Sciences Laboratory in the College

of Education, School of Kinesiology, will conduct studies to advance the science of 4Life products, research new ingredients, and conduct ongoing R&D in support of current and future products. 4Life works continually to establish product credibility through exploratory research. "This commitment," says 4Life President and CEO Steve Tew, "reinforces the value of our product formulations. Academic associations like this one

for that purpose.

## SERVICE

4Life's scientific products have empowered distributor success around the world, and with success comes the opportunity to serve. Foundation 4Life, the company's non-profit charitable organization, is committed to corporate social responsibility (CSR) through charitable outreach wherever the company conducts business. 4Life's service programs build long-term, lasting relationships with, at present, organizations in more than 25 countries. More than 100 projects are aimed at providing the resources, tools and skills to increase self-reliance, build confidence, and strengthen community. 4Life's service also includes on-the-ground rapid response when strikes such as our disaster relief effort surrounding the 6.3 magnitude earthquake that rocked Christchurch,



"Torah Bright: Brand Ambassador for 4Life"

with Auburn University are key to our strategic initiatives in the marketplace."

Additionally, the company has broken ground on a new manufacturing facility in the state of Utah. The new plant will give 4Life start to finish control over every step of the manufacturing process, which will include the batching, blending, encapsulating and packaging of most of our key 4Life Transfer Factor products, such as 4Life® Transfer Factor Plus Tri-Factor® Formula, 4Life Transfer Factor® Classic, and 4Life Transfer Factor Renuvo™. The facility will adhere to strict Good Manufacturing Practices as outlined by the FDA and will include state of the art packaging, encapsulation and blending equipment to ensure the highest level of product quality. Raw materials and finished goods will continue to be tested numerous times by 4Life scientists in laboratories built

New Zealand on February 22, 2011.

## CONCLUSION

4Life's commitment to the markets of Australia and New Zealand, as well the opportunity we offer serious-minded business builders, has never been greater. We encourage home-based business entrepreneurs looking for opportunity to look at our products, payout, and history of growth around the world.

To find out more about this exciting opportunity you can contact Matt Lisonbee  
[MattL@4life.com](mailto:MattL@4life.com)

# Horse Racing

## Avoid the Gambling Pitfalls with Three Easy Steps to Profit

by Brian Hayes

**I**t is often claimed that 98% of all gamblers lose which is likely to be statistically true given the percentage of 'smiling' faces seen at the TABs and race tracks compared to the tears on the dials of the losing punters.

If the converse is true, then an equally interesting statistic to consider is just how much money in total the 2% winners are raking in from the massive sports and racing betting turnovers worldwide.

While Bookmakers are in the business to make a profit and will quickly terminate their association with any client that consistently beats the odds and takes their money. The massive totes however couldn't care less who wins, or how often they win as the tote's profit margin is based only on turnover.

All of the money put into a tote, less tax and operating deductions, are refunded to the winning punter's pockets. There is no limit to how often, or how much, any punter can win via tote betting other than the punter's own ability to pick the winners, and the total available size of the tote pools available per race/event.

The Sydney Daily Telegraph newspaper reported in July 2012 that big-time Australian gambler, David Walsh, heads a gambling operation with a \$2.4 Billion annual turnover and personally won a cool \$17 million from his bets on the 2009 Melbourne Cup alone.

Those are extraordinary figures, and certainly Walsh fits comfortably into the 2% of gamblers who consistently win more often than they lose, but how can the average hobby punter 'think' like a full time professional and greatly improve their chances of getting a return?

The answer is Simple and can be achieved by following Three Easy Steps to Profit.

### **STEP ONE: HAVE A PLAN.**

It seems extraordinarily obvious, but you wouldn't think of building a house or a car

without a specific proven plan of how those items need to be manufactured, assembled or constructed. A bank wouldn't give a loan to a startup unless there was plausible evidence that the would be businessperson had done their homework on the risks associated with undertaking the business operation, balanced by realistic profit potential having deducted startup and ongoing expenses related to running the business. In short, you need a business plan before you establish a successful business.

If you are seeking to make consistent profits from gambling then you must also have a proven plan that will take you closer to consistently making a profit.

Your business plan should address how to make your betting selections, when and how to bet to maximise profits and what to do to minimise the inherent risks in all forms of betting, as there are in all forms of business operations.

### **STEP TWO: ADEQUATELY FUND YOUR BUSINESS PLAN.**

If you were thinking of opening up a car wash business and your preliminary investigations suggested you needed \$1000 a day to be able to run that business, would you sign up to operate the business if the total amount of capital you had available

for the entire operation was just \$1000 ie you had enough startup capital to run the new business for just one day relying totally on your first day's operation to be an outstanding success in order to fund day two?

Many people go into business with that extraordinarily failed level of funding and that is why the vast majority of new businesses fail quickly. To 'hope' your business will be an immediate outrageous success generating enough cash for it to be instantly self funding is pie in the sky dream stuff, far removed from the reality of life.


If you sit in a TAB you'll see many punters slam \$100 down on the counter for that first 'surefire winner' of the day only to walk sullenly out of the TAB penniless after their

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first bet, or worse still, walk to the closest ATM and withdraw another \$100 on their credit card to perpetuate the hope of random success via an unfunded, and non-existent business plan.

### **STEP THREE: BE REALISTIC WITH YOUR EXPECTATIONS.**

If most people could get a 10% return on their cash from depositing funds in a bank account and leaving them sit in that account for a full 12 months they would be rightly ecstatic. The current return on bank investments is around half that figure. So why is it that gamblers expect to make 200%-500% returns on their bets every time they make a transaction? Is that a realistic real world expectation? Would a real estate investor expect to double their investment within a few minutes (average race time) and consistently do so everytime they bought and sold a property? It just does not happen, and it never will at the TAB or the race track.

If you could get a 2% - 5% average return on the bets you place, and consistently do so, you would have an astounding-

ly successful business model. Gamblers would choke at the thought of placing a \$100 bet and winning just \$110 back on that bet, but a wise business minded person would realise that is an amazing return on investment.

***"For the majority of people, proceeds from betting on horse racing remains a TAX FREE income..."***

Winning consistently from any form of gambling is never easy. It requires a

patient, methodical, business approach to betting. If you are looking at business opportunities, seriously consider the enormous benefits a well researched, profitable home betting business may have over most other alternatives.

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# How to Become a Stock Market Advisor

by Matthew Corica

**A**re you interested in the share market, and wish to work in a dynamic and highly profitable industry? If you are ready for a career change, then this article will be your main source of information on how to enter into the Investment Advisory industry in the shortest possible time.

An Investment Advisor deals mainly in securities such as shares and options on behalf of their trading clients and their own account. A share or stock is simply part ownership of a business. A company can raise money to finance its business by listing on the Australian Securities Exchange. Listing or 'going public' is a process of issuing shares to investors. By paying for these shares, each investor pays for part ownership of the company's business and becomes a shareholder in that company. Shares issued to investors by the listed company can be sold or traded to other investors on the share market.

If you wish to be employed as an Investment Advisor, then you must complete RG 146 training before becoming an Authorised Representative of an Australian Financial Services Licence holder. The licence holder must have the capacity to provide advice and deal in securities for both retail and wholesale clients. The initial training involves studying a generic unit covering the financial services industry, and then studying additional specific subjects that cover Investment Advisory for securities, managed investments and derivatives. The estimated study time ranges from 100 to 160 hours depending on which additional subjects you wish to study and it should take approximately 10 to 12 weeks part-time to complete via distance / on-line education. The minimum workplace entry training program is a mandatory legal requirement of the Australian Securities & Investment Commission (ASIC).

It is not necessary to have an economics, finance or accountancy degree, but it does help. This is an industry that expects reasonably good reading, writing, and math-

ematical skills. The applicants that move into stock and/or derivatives advisory usually have a higher education and past experience in another industry, but this is not essential.

The best and smartest broker that I ever dealt with did not have a tertiary education, and developed his impressive knowledge of the financial markets by reading every day and putting what he learnt into practice by trading his own account. If you do not have a higher education and complete the RG 146 then you should have no problems gaining employment with a boutique investment firm. The majority of what you learn about trading and the financial markets comes from occupational experience.

The average Investment Advisor authorised under an Australian Financial Services Licence can build a client-base of around 200 active trading clients. Under my company's particular business / pricing model, two hundred clients will generate \$20,000 per month of personal income to the Advisor. The average person with reasonable sales skills can build a client-base of around two hundred clients over a twelve month period.

The attributes required to build a client-base is efficient time management, motivation, and good market knowledge. It is imperative that you are not afraid to pick-up the telephone and contact prospects. Most licence holders have a database of qualified leads generated from networking and other sources, which you can use to build your

income. Investment Firms should also have a research division to supply you with recommendations for your client-base.

If you consider yourself to be entrepreneurial, and have the desire to make a sizeable regular income instead of just working for fixed wages, then now is the time to start studying to become an RG 146 qualified Investment Advisor. If you wish to receive further specific information on some of the

best and cheapest ASIC approved educational courses, please link to [www.mystockmarketcareer.com](http://www.mystockmarketcareer.com)

*"The average person with reasonable sales skills can build a client-base of around two hundred clients over a twelve month period..."*

**Matthew Corica is a full-time private trader and managing director of licensed investment firm Titan Securities Pty Ltd AFSL: 307040.**

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# Grow Your Business Using These Five Tips

by Denise Dukette

**S**tarting a business is tough - no exaggeration. To start and run a business is both nerve-racking, petrifying and a dozen other emotions. It doesn't matter if you are drafting the initial business plan, just opened the doors, or been around for awhile. Planning will alleviate much of the risk, but not all. You can't control everything in life, nor in business.

Want to grow your company? Here are five guidelines to help you do that. Many accomplished business owners wished that someone had told them this at the beginning, and look at us giving them away to you.

## **GUIDELINES TO GROW YOUR BUSINESS.**

### **1. REALISE THAT YOU CAN'T DO IT ALL.**

Being your own boss is part of the appeal to start a business. The owner of a small business will have to be contented to wear many hats - that of a sales assistant, bookkeeper, marketing director. However, this does not require that he or she should do it all on his or her own. Now is a good time to consider outsourcing some pieces of your business to a virtual assistant and a bookkeeper.

You will certainly be able to do it alone for a short time and even manage to flourish, but in order for the business to develop, it can't go on like that forever. It is crucial to know when to find capable people with the same vision. You can only do so much and if you want the business to thrive, you will have to accept that you need help.

It should not be necessary to relinquish your new found freedom or your control to get help, but you are only one individual.

### **2. DON'T SPREAD YOUR DOUBTS.**

Confidence, drive and passion are needed when launching and running a prosper-

ous business. It is, however, normal for doubts about this new undertaking to creep up on you, but essential to know to whom and where to voice these uncertainties.

Don't tell influential people outside the company like a capitalist that might invest in your venture or the local credit union's manager. They will only finance someone who is confident about his or her business. So keep your game face on when you approach investors for much needed money. In the same way the employees must be sure that they can believe in you. Don't when times get tough, don't express your emotions and doubts openly for all to hear.

It would be lying to say that not everyone have fears and uncertainties. A business owner, however, should arouse confidence in his or her employees. So think about how you act when you are with them, especially when things aren't happening like you would like it to.

### **3. WORK TOWARDS THAT BUSINESS YOU WOULD WANT.**

There's an expression that says that you should fake it until you make it. You should adopt this principle, particularly in the beginning of a business venture.

Don't intentionally deceive clients about the business' scope or what services you can offer them. New clients should be instilled with confidence in your business, until your reputation has been established. So, run the business as if it is already the business you would want, even if it is not there yet.

Apply this concept to all aspects of your business venture - from the way potential clients are greeted to the language used on advertising materials and the company website. If a confident air is projected when new customers are dealt with, a first impression is made that will offset the small size or lack of experience.

It is not necessary to approach all dealings as the president of a worldwide organization, but think big when you want to grow your business. Make sure any material or employee who have direct contact with your clients, represent your business the way you would want to.

### **4. DEAL WITH THE NEGATIVE ANSWER OF NO.**

It is only you who can decide to open your own business, an adventure that you yourself decide to go on. Regrettably, to

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make your dream come true, you'll have to involve other people whose opinions will have to be heard about the way things happen.

Starting out as the owner of a business you will often hear "no." Potential customers and clients will not be interested, your idea will be passed on by investors, and your banks loan applications will be turned down. Don't feel dejected because rejection is essentially fabulous.

How so? For the reason that every time you hear "no," you must choose to appreciate it as a break. Maybe your bank loan application was turned down, not because of your idea but because of a problem with the business plan. Perhaps a non-interested client could force you into developing your pitch or making your offered services more convincing.

A business owner should look at rejection as inevitable, but it is your choice how to react to it.

## **5. THE BUSINESS BANK ACCOUNT ISN'T FOR YOUR PERSONAL USE,**

This is a big one, so read it again. And again. Once your business is going strong, the temptation will be there to use your business account for personal use, to borrow money from the business or treat yourself with lavish payments, but don't do it, especially in the beginning.

Even a successful business will admit that to grow costs money. Every time you

take from the business' money, the chances of growth diminish. You should be sure to adequately compensate yourself for the work you do, but your salary must be modest

and reinvesting in the business must be your main concern.

To grow a business will cost money because everything needed for growth like equip-

ment, talent and space costs money. Therefore the smaller amount you put back, the slower the growth. The more money put back, the faster the operation can be expanded and the more profits can be made.

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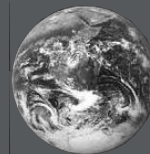
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# Build Your Profitable Business

## • Starting Now •

by Margie Beiswanger

**D**o you ever feel like it's an uphill battle to build your business so that it's profitable?

Well, you're not alone! Most entrepreneurs begin their business because of their passion. Who knew there was so much to learn about how to make that passion profitable, right? I know that business owners everywhere face this dilemma, especially solo-entrepreneurs and those who are service-based (coaches, consultants, healers, etc.)

So just where do you start if you're ready to stop struggling and begin creating the profitable business you dream of? Well, I've got some ideas for you. (Imagine that!) I'd like to outline a step-by-step process you can follow to create the business success you desire.

### 5 Steps to Build Your Profitable Business.

#### STEP 1: CLARIFY YOUR VISION.

Why is this so important to creating a profitable business? Well, it may not seem obvious at first, but if you don't know what your vision is for your business you'll find yourself floundering when it comes to creating success.

By clarifying your vision you create alignment between your personal values, your ideal life, and your business goals. When you do that, you'll be running a successful business and creating your dream life. You know, the dream life you got into business for in the first place.

#### STEP 2: CLAIM YOUR TRIBE.

Before you can successfully create offers of any kind for your tribe (your niche, your people, your target market) you absolutely need to know who they are, what their problems are and what they want from you. Let's face it, you can't create a suc-

cessful offer if you don't know who you're trying to help and what kind of help they want.

At this point it may be time for you to dig deep - deeper than you've already gone - to clearly identify how you can best serve your tribe. The result of doing this is that you'll be able to tailor your brilliance specifically to meet your tribe's needs - serving them in powerful and relevant ways.

#### STEP 3: FOCUS YOUR EXPERTISE.

This is where you identify exactly what you're passionate about sharing with your tribe. You absolutely need to identify and focus your expertise in order to move forward in your business with confidence. Instead of thinking "well, I should just do this because it worked for so-and-so" you identify and focus in on your own gifts, talents, strengths, and passions. Then both you and your clients will be able to see you as the expert you already are.

When you complete these first three steps you'll be standing on a solid business foundation. And now building your success-

ful, profitable business becomes a whole lot easier.

#### STEP 4: DESIGN YOUR PROGRAMS.

With your strong foundation in place you can begin building desirable programs and offers that meet your potential clients' needs.

Why is this step so crucial to creating a thriving, profitable business? Because you've got to know how to share your brilliance in a way that your clients are interested in - in a way that meets their needs and that they're willing to invest in. How can they understand the deep value that you provide if they aren't already familiar with what you do and its benefits? They need a frame of reference. They need context. And that's what your signature programs do for you - help your clients see what you do and understand what's in it for them.

When you do that well, the programs you create become your signature. You become known for programs that get results clients care about. You will be able to successfully transform the core of your powerful work into



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A. William Benitez

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By transforming your natural brilliance into desirable programs, you've created a little bit of magic. Magic that is uniquely you and that emphasises what you offer your clients.

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Taking action to implement these five powerful steps will (1) result in the successful transformation of your brilliance into your own, unique signature programs that will (2)

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And then what? Then you are indeed building your profitable (and sustainable!) business. And that means you are creating your dream life.

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Create the successful, flourishing business you dream of by applying these powerful steps. And don't do it alone. You don't have to!

Give yourself and your business future the support needed to grow and flourish with ease.

I am passionate about showing you how your brilliance can shine even brighter!

I teach entrepreneurs how to translate their unique expertise into signature programs so they can reach more of their ideal clients, leverage their time, expand their business, and earn a good living. Let me show you how. Visit <http://TransformYourBrilliance.com> to learn more.



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# Top 5 Marketing Tips for New Entrepreneurs

by Karen S Musselman

**I**t doesn't matter whether you're starting an online business or offline venture, these marketing tips will keep you on track and give you the best chance at success over failure.

## #1 Focus. Focus. Focus.

The phrase for offline businesses is Location-Location-Location. But when you're starting a new business online, one of the best marketing tips is to Stay Focused.

Too many people today jump online and start joining everything they see that appears to guarantee fast cash. Or they see biz ops that tout "No work - we do everything for you but you make the money."

But here's the trick to success - stop jumping around! Find an opportunity that's in line with your own ethics and focus on it.

It doesn't matter if it's in affiliate marketing, direct sales, network marketing or providing services. When you make a decision to join that business or start your own online opportunity, Focus.

You might have been good at multitasking as an employee. However as a new Internet marketer and business owner, if you're trying to do too many things at once, eventually you're going to trip yourself up and lose track of what your goals are, and what you're supposed to be doing.

Avoid burnout. Leave the multitasking to employees.

## #2 STICK WITH YOUR OWN INTERESTS - IT'S NOT ALL ABOUT THE MONEY.

What do I mean by that?

There are a ton of network marketing and direct sales companies that market and advertise based on how much money you can make. But is the company involved in something you can sell too?

Not every business is for everybody. Here's a great example:

I'm always being pitched to get into the latest, up and coming opportunity that's "Now In Pre-Launch!" They claim hundreds and thousands of dollars in the first few hours if you get in today.

But it's in a business that I'm just not comfortable with and have no interest in learning more about.

And if my heart's not in it, if I don't believe in what I'm supposed to promote, I'm not going to make any money with it because I'm not going to want to promote it or pitch it to other people.

For instance, there are myriad health and nutrition business opportunities out there, too many to even think about. If I get in now, I can make X amount of dollars by getting people to buy these products and then sign up to sell them too.

But I'm not interested in that. In my opinion - and it's just my opinion - they're all the same, but with different marketing approaches. I'd have to actually buy and try products from every one of them before knowing which one works for ME.

And that's no guarantee that what works for me is going to work for anyone else. So for me, I don't care how much money they say I could make, I have to be comfortable with the products myself first, or I won't make any money at all.

Keep this in mind when you're looking at different opportunities. Don't just look at the dollar signs.

## #3 THE CLASSIC "ELEVATOR SPEECH"

This is a tried and true concept that never gets old. Can you tell a stranger what you do and why - in 30 seconds or less?

If you can't, then you don't know enough about your business to start pitching it to prospects.

You have to be able to say what you do, why and how it can help other people, in a way that's clear, short and to the point.

## #4 DON'T BE A "KNOW-IT-ALL".

Have you ever had a marketer try to pitch you who comes off acting or sounding like they already know everything about you in the first 10 seconds?

Don't be that person. It's a real turn off.

Here's what I mean: I had a marketer call me and within the first minute he thought he knew what I wanted - to make money, and

lots of it, and his opportunity was exactly what I was looking for.

Wrong.

What he didn't take time to do was actually ask me what I was looking for. He "assumed" that I "only" wanted to make money, when he couldn't have been any more off the mark.

He was really arrogant about it too, and I ended the call rather abruptly.

Take time to learn about your new business, own it, believe in it. And before attempting to pitch your opportunity to a new prospect, take time to get to know them first.

When you know what your prospect is looking for, you can create your sales pitch to benefit them and what they want.

## #5 DON'T FOLLOW B.S. MARKETING TACTICS

Did you make \$1000 in the first 12 hours? Your first week? No? Then don't make claims that anyone else joining your opportunity can do it. Period.

I hate those advertisements that make get-rich-fast claims, and then in the small, fine print is the standard disclaimer: "These results are not typical."

If those results aren't typical - don't advertise them! Only make claims that you can back up yourself. And if you're still in the marketing phase and haven't made any money yet - say so.

Not everybody is looking at the money first. There are a lot of people who are looking for an opportunity doing something they love or can promote ethically, knowing that it's going to take time to build the business.

Karen Musselman works from home and provides "Online Marketing Help Without the Hype," from her home office, including information about marketing and advertising your home-based business. "Working at Home with KSMusselman" also provides training videos (<http://ksmusselman.com/sfi-training-videos/>) for members of the marketing company she's a member of. Stop by Karen's blog (<http://ksmusselman.com/advertising/>) today for more online marketing help.

# What Is The Difference Between Success And Achievement?

"Everything you want is out there waiting for you to ask. Everything you want also wants you. But you have to take action to get it." - Jack Canfield

by Tricia Alice Ryan

**We know that there are 3 ingredients critical to achieving success. They include skills, knowledge and attitude. Attitude is by far the critical component of the recipe for success accounting for 85% of the success quotient.**

But what is success? It can be defined as simply as "being happy with what you have." Merriam-Webster defines it as "the fact of getting or achieving wealth, respect, or fame." In fact several leading individuals were quoted in Business Insider Magazine as all having very different definitions for success.

- Arianna Huffington has defined success as "To live the lives we truly want and deserve, and not just the lives we settle for, we need a Third Metric," she says, "a third measure of success that goes beyond the two metrics of money and power, and consists of four pillars: well-being, wisdom, wonder, and giving."
- Spiritual teacher Deepak Chopra believes success is a matter of constant growth.
- Billionaire Richard Branson believes success is about engagement. and
- Zappos CEO Tony Hsieh says "success is about living in accordance with your values."

Brian Tracy feels you can enjoy success simply by reaching a point where you have satisfaction and contentment with your life in every respect. It is not necessarily defined by material things or accomplishments. Brian also feels that there is a distinction between success and achievement.

Achievement can be defined as: a thing done successfully, typically by effort, courage, or skill. However, achievement is different from success. It refers to 'getting what you want.' Achievement requires the

ability to set goals and objectives, to make plans of action, and then to implement those plans. Achievement requires that you overcome obstacles and difficulties in reaching goals that you have set for yourself.

So like our many successful leaders and mentors we have to know that both success and achievement are the starting point of attaining great accomplishment in every part of our life. The key to this success or achievement is to set goals programmed around these values. Once you program your target or desire in the subconscious your super-conscious mind stimulates the power to drive and steer you to the attainment of your goals. It certainly helps to define these goals and attach action steps and strategies to match them. In doing so you will reinforce within the subconscious and super-conscious mind your desired outcome for quicker manifestation.

So the key to success is being perfectly clear about what you want and exactly how it will look when you achieved it. To move yourself to being one of the top 3% of high performing people in the world, it is hard to believe that a pen and paper and making a list of what you want is all that is stopping

you from having the life you want to have with both success and achievement in it. It also helps to look at the attitude that is supporting the manifestation as we know it is 85% of your success quotient and drive.

To understand and obtain the resources you need to initiate the "Cycle of Change" with your success and achievement goals and action plans, consider the FocalPoint Business Coaching Model. Tricia Ryan  
tryan@focalpointcoaching.com  
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# How to Avoid These 7 Common Mistakes When Setting Prices in Your Business

by Veronica Broomes

**I**t's a common dilemma for businesses and certainly one that small businesses owners find challenging, a barrier to growth and a taker of profits - pricing.

The right pricing strategy is crucial to business success, whether you sell products or services. Indeed, it is easy to overlook setting the price until it's too late. You may question how to price competitively in your chosen market, knowing the value of your product or even consider what your time is worth. However, many business owners do not factor overall running costs and the value for money provided to customers.

This article considers seven of the most common and costly mistakes made by small businesses in setting and negotiating their prices and suggests ways to avoid these costly mistakes.

## **MISTAKE 1:**

**Basing your prices on your competitors.**

*How to avoid mistake:*

You don't know how they've come up with that price; it might be a loss leader that they've already factored into their marketing budget. Ensure you calculate the cost (money and time) of providing your services, then assess how competitive this is in your selected target market.

## **MISTAKE 2:**

**Lowering your prices to match competitors.**

*How to avoid mistake:*

Again, they could lower their prices for reasons that don't necessarily align with your goals, and will have factored losses into their budgets that you hadn't considered. Ensure you know the real costs of delivering your services or products to customers

## **MISTAKE 3:**

**Deciding prices just before you start trading.**

*How to avoid mistake:*

It's dangerous because you don't have a real-time idea of the costs of acquisition and

development, research, meetings, phone and computer usage, and therefore will not know if your price represents value to the customer. Do your research. Work with a Pricing Strategist (not the same as an Accountant) to develop your pricing strategies - you will avoid leaving money on the table.

## **MISTAKE 4:**

**Using low prices as your core business model.**

*How to avoid mistake:*

There's a place for this tactic to gain new customers; however, basing your business model on this is dangerous. You're not necessarily building a foundation of loyal customers, rather those that are only on the

lookout for bargains.

## **MISTAKE 5:**

**Not building customer service into costs.**

*How to avoid mistake:*

Excellent customer service is an invaluable commodity in itself. Providing value for money to your customers by giving them great service is of course paramount. Don't undersell yourself and undervalue the service and solutions you provide.

## **MISTAKE 6:**

**Underpricing a service.**

*How to avoid mistake:*

Remember that a service, unlike a product, is intangible, so people tend to judge the quality of your service on two factors - rec-

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ommendations and price. If you underprice your service it can appear 'cheap' and inadvertently turn people off.

### **MISTAKE 7:**

Not asking your customers about what additional value they would like from how you supply your products or services.

#### *How to avoid mistake:*

If you need some way of assessing your value for money offering, ask your customers, or you may find you're losing sales because you have not adapted to their needs. Providing value for money requires constant monitoring.

Offering free trials of a product or service at the start of trading is one method of testing the water from the outset. However, that approach can create a culture of 'freebies' that would not necessarily convert into enough paying customers.

And, remember:

If your customers are other small business owners, then find the 'hungry crowd' willing to pay for what you provide from those willing to invest in themselves and their business to achieve longer lasting and higher returns for their business. Ensure you assess both value for money and how your

product or service fits with the values of your customers.

When you know which of your customers prefer premium packages of your services or products, then it will be a joy to work with them to deliver even greater value for their business, as well as yours.

**A qualified and experienced Business Coach, Mentor and Trainer, Veronica is also an approved Growth Accelerator Coach for the government-backed Business Growth service in the UK. Through the 'Your Small Business Coach' brand, Veronica works with business owners and their senior managers to find solutions to achieve their goals sooner. This enables them to make fewer mistakes along the way and in the process safeguard profits and the future of their business.**

**Because of her niche in developing profitable small businesses, she runs regular Pricing for Profits masterclasses for business owners ( <http://tinyurl.com/o5q8vg4> ) and provides one-to-one consultancy for pricing reviews and negotiating contracts.**

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# Number One Way to Increase Your Profits

by Sandra Martini

**T**ypically the phrase “increase your profits” is immediately followed by “lowering your expenses” or “cutting back”. Not today.

In my experience both in Corporate Business and as a Business Owner for almost 10 years, the number 1 way to increase your profits isn't to lower your expenses, although that helps of course.

The number 1 way to increase your profits is to optimally monetise your client base. Consider that management gobbledegook for “Give your clients an amazing experience and offer them what they want/need and they'll keep coming back. It's less costly in time, energy and money, to keep current clients than to constantly chase after new ones.”

It's all about Client Loyalty.

Easier said than done?

Not at all. In fact, I'm willing to bet that once you start, and see the results, this will become a fun part of managing your business. After all, you're essentially getting rewarded to show your gratitude.

Here are just a few Extreme Client Care(tm) practices you can start right now:

- Send out a Thanks and Welcome Letter whenever possible. Both via email and hardcopy mail. Sell a book? Send a “thanks and welcome” email with the first few chapters so your customer can start reading while they wait for the hardcopy. We mail a hardcopy “Welcome Kit” to every new Get It Done Right Community Member (GIDR) within 24 hours of joining — we don't talk about it on the information page, we just do it. Imagine the happy surprise when it arrives, complete with a resource CD of info.
- Offer specials, bonuses and surprises to existing customers. Our GIDR Members receive 15% off all products, group programs and private strategy sessions. What can you offer your existing clients that ties in with your branding? For example, TGI Friday's Restaurant frequently sends me coupons for a free

appetiser or dessert as a “thank you”. This ensures I'm more likely to go to them than another restaurant. Coldwater Creek sends me notices for private sales before the general public gets in.

- Ensure that your Team “gets it”. You don't pay for your Team. Your clients do. In fact, your clients pay for everything. Everyone on your Team needs to understand this and treat every client as if they're your only client. This doesn't mean that clients are always right, it does mean that they all need to be treated with respect and care.

The above is in addition to:

- sending “thank you”, birthday, holiday, congratulations, condolences, get well, etc. cards as appropriate;
- remembering (a simple excel spreadsheet or customer relationship management system will do the trick) spouse and partner names, birthdays, pets names, children's names, favourite hobbies, authors, etc.; and
- putting as many systems as possible in place to ensure that each and every

client receives as ideal an experience as possible and, when it doesn't happen, own up and apologise.

Regardless of industry or size of business, when it comes to increasing your profits, the biggest factor is client loyalty. What will you do, what other Client Care practices can you implement to ensure loyalty?

As an inspiring and in-demand mentor, trainer and speaker, Sandy has helped hundreds of small business owners across the globe create sustainable businesses which make a positive impact. Sandy is also the founder of Escalator Marketing(tm), creating client engagement and raving fans by design. Sandy's Done 4 You services, programs, products and presentations on Escalator Marketing(tm) and creating lifetime clients through Extreme Client Care(tm) have made her an in-demand and innovative expert. <http://www.TheMartiniWay.com>

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# Making the Most Of Social Media for Your Business.

by Ivana Katz

**M**uch has been written about how to use social media to get the most out of it for your business, but it seems that many people still do not understand the fundamentals of what social media is all about. There are many definitions of what social media is - my favourites include:

*SEO Zodiac's description, which says "social media is simply people having conversations online" and Health Social's take on it "social media is the meeting place between people and technology".*

In other words, social media is NOT a one way street, where you talk at your audience. Rather it is a way for you to communicate with them, to help them and to listen to them.

Facebook, Twitter, Flickr, YouTube, etc are the most popular websites on the internet because they allow people to connect on a very personal level, whether it be through posts, pictures or videos.

With so many people working from home, we have become somewhat isolated and so we crave the human interaction

we've lost. As much as the internet and smart phones make connecting to others easier, these tools have also made us hide behind our monitors.

If you take nothing else from this article, the main point you need to remember is that if you want to succeed in social media, you need to touch people's hearts. Find out what is important to them, what problems they are facing, what makes them laugh, what upsets them. Then interact with them in a way so they can relate to you. Don't talk at them, don't try to sell them anything, have a conversation with them ... be interested in their problems and guide them to solutions.

I recently had the privilege of being part of a social media campaign run by the Australian Capital Territory Tourism, called "The Human Brochure". A brilliant strategy put together by one of Sydney's great creative agencies The Works.

The concept was to show people around Australia and the world what Canberra (Australia's capital city) is all about through the eyes of people who



visit it. ACT Tourism brought a number of people from all walks of life for a weekend of fun and discovery. There were 4 different streams to accommodate every type of traveller - Adventure, Family Fun, Food & Wine, Arts & Culture.

As we visited each venue, whether it was Questacon Science Museum,

the Australian War Memorial or local restaurants, we got to share our adventures by posting photos, comments and videos on our social networks. Family members, friends, colleagues, business partners and acquaintances got to see all the exciting places there are in Canberra through our experiences. And since trust is such a big part of what social media is about, the added bonus for ACT Tourism was that we reached people on a very personal level and often with a humorous twist.

The human brochure is a social media

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campaign on a grand scale and not possible for every business to execute. However, there are many other ways you can use the concept of human interaction, which demonstrate how the little things are really the big things.

One of the "big" stories circulating around while we were travelling through Canberra was that of a little girl who was part of the Family Fun adventure stream. The young lady had left her bunny behind and couldn't remember where. So the search for bunny began ... the bus drivers were alerted, as was the hotel staff. To the parent's relief the bunny was found in the hotel, so all ended well. The hotel staff member who found the bunny in their hotel room had left a cupcake for the bunny to enjoy until the little girl returned.

People talked and wrote about it and you can imagine what a great credibility booster this was for the hotel involved. The simple gesture of leaving a cupcake for a bunny who meant so much to a little girl, cost the hotel \$1, but will remain with those of us who have children for a very long time.

On a smaller scale, I saw a local ice creamery use social media to boost their sales. The Chill Bar partnered up with Schibello coffee and Sydney Football club and organised an afternoon, where mem-

bers of the soccer club would serve ice cream and coffee to those who stopped by.

If you took a photo holding the coffee and posted it on Facebook, you got a chance to play a friendly game with the popular football players.

Needless to say lots of parents gladly brought their budding soccer players to meet their heroes, get their autograph, enjoy great coffee and gelato and play a game with Sydney's great soccer players.

Both the Human Brochure and Chill Bar demonstrated their understanding of what social media is about - taking what is important to people, making it fun and encouraging them to share it. Not once did I hear a sales pitch - both campaigns were geared towards people enjoying what they were doing and giving them opportunities they wouldn't otherwise have.

And yes of course I bought an ice cream for my son and his friends and then shared it

Ivana Katz makes it easy for you to get your business on the internet. If you're looking for a professional and affordable website designer, visit [www.web4business.com.au](http://www.web4business.com.au) and download a free website plan or connect with Ivana on Facebook at <http://www.facebook.com/Websites4SmallIBusiness>

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# - Entrepreneurship -

## Today's Alternative Career Choice

More people are choosing to work from home and be their own boss  
Being an entrepreneur is neither a part-time or full-time job - it's a lifestyle!

by Penelope Doyle

**I**f you are thinking of entrepreneurship as an alternative career choice, there is NO better time than now! The world is changing faster than ever: technology is speeding up, job security is declining and pay equality does not seem to be improving. People are overworked and underpaid and have less freedom and time to relax, enjoy family time and have a quality lifestyle.

The entrepreneur in you can change your life - and you can learn to develop your entrepreneurial skills if you really want to. If you

have had a J-O-B for any length of time, then, to some degree, you will need to change the employee mindset, and develop the mindset of an entrepreneur. Many people want change, and only a few change themselves first.

If you're thinking about taking advantage of the Internet and being your own boss and working from the comfort of your home, you are not alone, because entrepreneurship IS on the rise and becoming an increasingly popular career choice in today's world. BUT, entrepreneurship is not for everyone and it's important to seriously think about whether



you have what it takes to start an online business and successfully run it from home.

### CONSIDER SOME IMPORTANT QUESTIONS?

- Have you set aside some funds to start your own business? All genuine businesses will involve some level of investment. Remember that "what you pay for is what you get!"
- Are you coachable? Are you willing to learn new skills to develop yourself as an entrepreneur, running a homebased online business?
- Do you have a sense of commitment to 'stick to it' till you succeed? With no sense of staying power, it may be best to stay in a job.
- Are you self-motivated and a self-starter?
- Are you passionate about achievement & success?
- Are you a 'big thinker' and do you believe in yourself?
- Are you prepared to develop the mindset of an entrepreneur?

To move forward with your dream ...  
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*"You are the CEO of your own life, start making executive decisions TODAY" ~ Stephen Luke*

Penelope Doyle is a NLP Master Practitioner & Personal Development Lifestyle Coach by profession and has successfully been her own boss for over 20 years, working from a home office. No boss, no stress, more time, more fun! You can request more information about starting your own online home business in the booming personal development industry at: [www.icanonlysucceed.com](http://www.icanonlysucceed.com)

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# The Importance Of Your MLM/Network Marketing Home Office Workspace

by Fiona J Lindsay

**T**o many of you this may seem elementary. However to many people who come into the MLM/Network Marketing industry, they have never owned a home-based business or in fact any kind of business before and therefore don't fully appreciate the importance of separating oneself from the rest of the house. I thought I would run through some quick ideas and strategies here. No matter if you're just getting started or you've been around a while, you may find some helpful hints here.

Firstly, as soon as you get started, it's imperative to put this simple task to the top of your priority list. Find somewhere in your home that is away from the main living areas. Away from the phone, away from the TV, away from the kids. Just away from all of the noise and distractions.

There is quite simply nothing more unprofessional than getting on the phone to a prospect and either the dog is barking, the hubby is yelling at the TV or the kids' are fighting. And worse still - you having to intervene. It just gives an impression to the person on the other end of the line that you don't take your business seriously, you come across as disorganised and not focussing completely on the prospect.

I mean, would you do business with your banker or insurance rep if he or she kept interrupting and talking to someone sitting next to them or yelling at someone? Probably not. So make sure you treat your business as any other profession - be in a physical space whereby you can focus your entire attention on the person you are talking to.

Secondly, it's not entirely the physical aspect of placing your 'office' somewhere quiet, it is equally important mentally. If you are working from your kitchen table, then once again you are not fully present. It's easy to allow the distraction of seeing the

washing that needs putting away or the dishes that need doing. The physical act of moving yourself to your home office will mentally trigger your mind into transitioning into work mode.

You can't expect to take your work seriously if you're lazing in front of the TV watching your favourite show (even if it's on mute) while you are conducting a call with a prospect. The truth is, it will be mentally quite challenging to be completely present if you are mentally still in 'home' mode and not in 'work' mode. Even if you don't have a designated room to make into an office, even the corner in your bedroom will suffice in just mentally making that transition from down time to work time.

Thirdly, when you segregate your workspace in your home, you tend to equally segregate your work life from your personal life from an organizational perspective. For me, my office contains very few personal items. Even the books in my office are either business, refer-

ence or personal development related.

Any other books go in other rooms of my house. That's not to say that I don't have things around my office that I like to look at like car models, photos and nics. I just don't keep personal mail, clothes or anything that is my personal life in my office.

Lastly, the importance of having a separate space

for work is equally important for those around you as it is for yourself. In our house, my son knows that when the office door is closed, either myself or my partner are on a call and are not to be disturbed. If I'm coaching someone, I have a specific sign for the door that basically says "Do Not Disturb".

What I've found through years of working at home is that friends and family tend to take the attitude of "well, she's at home, so I can drop around or call". Not so. It's critical to 'train' those around you and keep them updated on your work hours. In the same



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way that many commute to a workplace and your friends and family don't drop in and ask you to come out for coffee spontaneously, your home office needs to be treated the same. Inform your family members and friends when you are and, more importantly, not available. It's a difficult distraction, however stay firm.

Don't be afraid to say 'no' to people if they do drop over or call. If a friend does call me during the day and I'm busy, I always politely tell them that I'm not available right now and can I call them back in 10 minutes, an hour, that afternoon - whenever I know I'll be available again next. Don't allow yourself to fall into the trap of taking calls or disappearing off for coffee every time a friend or family member calls. It demonstrates that you don't value your time, you don't take your work seriously and your friends and family won't take your business aspirations seriously either.

It's needless to say that your pets are in this same category. If you know the dog barks, don't keep them with you in your office. And if that cat has a tendency to sit on your computer and accidentally press buttons, put them in another part of the house. You don't take your pets to an traditional workplace, so don't have them around if you know they will become a distraction for you.

I hope these quick strategies have helped to establish yourself as a serious home-business entrepreneur. Sometimes the simple things can forge strong foundational habits that can build into bigger and better things. So make sure you take your workspace seriously and in turn, your business will develop into the serious enterprise

you started it to be - because you are treating it thus. As always, I would love to hear your experiences with this. Feel free to message me on Facebook, tweet or e-mail me.

**Fiona is the CEO and Founder of "The Networking Formula" and is regarded as one of Australia's leading MLM/Network Marketing business transformation and training experts. She is a seasoned Networker with over 22 years' of experience with several companies and is passionate about the industry, calling herself an "Evangelist". Fiona combines a unique mix of Life Coaching processes and Law of Attraction philosophies in empowering other Networkers to transform not only themselves and their businesses, but those of their teams and communities.**

**When not coaching clients, blogging or writing, Fiona can be found on her 50 acre property in the Victorian High Country with her partner Lars - an IT Architect and Microsoft MVP - sons Jordan and Christian, German Shepherd Zara and two rescue cats Boots and Paddy, swimming, playing tennis or motor racing.**

**Currently, Fiona runs her MLM/Network Marketing business, a media & personal development agency and Life Coaching practice - [www.SerendipityLifeCoaching.com](http://www.SerendipityLifeCoaching.com) - from home and is proprietor of a boutique retreat venue and luxury B&B - [www.MittagongHomestead.com.au](http://www.MittagongHomestead.com.au) For more hints, tips, tools, strategies and free resources to transform yourself and your MLM/Network Marketing business, visit her site [www.FionaJLindsay.com](http://www.FionaJLindsay.com)**

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**This Is NOT MLM**

# 5 Habits for Network Marketing Success

by David L. Feinstein

**I**t is crucial to have strong habits in any business industry, especially if you want network marketing success. Developing the right habits early will serve you well in the long term. The right skills and patterns can help you spot issues and provide a clarity that most people lack when under stress. It is never too late to learn the five essential habits for a healthy career.

These habits can help improve your personal life as well. While these habits cannot guarantee success, they can help you develop a smooth path towards it. While some people have reported success from these skills, this does not justify an average for the total account. Other factors attribute to success in any term. However, it never hurts to have great habits to help you achieve your goals.

## DEVELOP THESE NETWORK MARKETING SUCCESS HABITS.

Listed below are the top five network marketing success habits that you should acquire. They will help you stay focused and on target when dealing with marketing, budgeting, dealing with prospects, publishing and generating ideas for new ways to market.

They are capable to help you when you feel under enormous stress or pressure in your business. People can break at any given moment, when they face an obstacle that seems too hard to handle. These are lifelong habits that transfer over into a personal life and can improve relationships and other areas. Most of the habits are self-explanatory.

## MUST HAVE HABITS

1. Positive thinking
2. Realistic Goals
3. Regular Publishing Schedule
4. Tracking and Measurement Skills

## 5. Determination

### EDUCATING YOUR WEAKER NETWORK MARKETING SUCCESS HABITS.

Taking courses to help improve your network marketing success habits is the right course of action. The courses that you can take are not difficult, but you have to have a willingness and open mind to change your habits. In some cases, a book or a few videos can help you improve your stance tremendously, only you will know what you need to help improve your habits. Education can help set a strong foundation in other areas that you can later than expand upon. The skills can help you handle many other tasks, while reducing your outward expenses.

### NETWORK MARKETING SUCCESS IS NOT GUARANTEED.

Network marketing success is never guaranteed, but this does not mean it cannot happen. Set realistic goals and be optimistic.

Success can happen at any time and in any amount, it is unpredictable. You can measure the amount of success and try to replicate it.

Sometimes you may need to change one element for your campaigns to be effective. Never lose sight of the habits; they can help you in the

*"...it never hurts to have great habits to help you achieve your goals...."*

end.

David L. Feinstein, noted business coach and home business entrepreneur, is the author of various articles and books that help to empower individuals. To get the real innovative marketing knowledge and training, so you can be at the cutting edge of using technology to build your internet network marketing business correctly, visit; <http://www.DavidLFeinstein.com>

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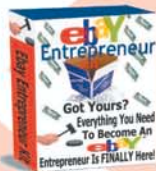
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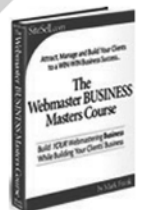


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In fact, we know from the work done to bring these together, that there is no other website which we believe provides such a huge cross-section of interesting business ventures - specifically designed to meet the needs of someone wishing to "Work From Home" or "Work At Home". We have also had the added advantage of being able to access our very large database of opportunities which have been covered in past issues of our magazines (over 20 years worth infact).

The directory has been set up so that as a visitor, you'll be

able to directly visit the website of all the opportunities listed. In many cases, you will also be able to send a private message to request further information. We know from experience that the private messaging system has proven very popular among our readers. Understandably, most of us would prefer not to be put under any pressure when evaluating different opportunities. That's why the private messaging system has been retained as part of the 'Party Plan & Direct Sales Directory' communications process.

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**SSNo.:** PP1001



**Description:** Our proven systems are designed to maximise efficiency, allow you to spend your time doing what you enjoy and achieving finan-

cial success. We strive to provide a sensational client experience and based on the premise our consulting and repair services are provided onsite.

**Opportunity Type:** Franchise  
**Industry:** Technology  
**SSNo.** FOP801

**Description:** As one of our Consultants you will organise Party



Plan Viewings of gorgeous lingerie & bedroom playthings and sensual goodies for your friends and through enquiries made through the website in your local area.

**Opportunity Type:** Party Plan  
**Industry:** Adult  
**SSNo.** 1002

**Description:** Our Consultants earn a higher than average commission and dress in the most desirable jew-



ellery in Australia. They have fun and meet new people, while working the hours that suit them.

**Opportunity Type:** Party Plan  
**Industry:** Jewellery  
**SSNo.** 1003

**Description:** Our company believes in building people through Science, Success, and Service. So, no matter



what you're looking for — fantastic health, unrivaled time and financial freedom, or the chance to truly make a difference in the world—with our

business and products, you're in great company.

**Opportunity Type:** Network Marketing  
**Industry:** SSNo. 2002

**Description:** As a consultant you choose your working hours. Work a few hours per week or you may



choose to work twenty. The choice is yours. Boost your family income, a little, or a lot. Again, it is your choice. As you choose your hours, you may choose to work around your family commitments.

**Opportunity Type:** Party Plan  
**Industry:** Homewares and more.  
**SSNo.** 1005

**Description:** Imagine running your own business with your own hours, showing off a range of quality Gifts that are unique to your customer.



Becoming a Consultant with us, entitles you to promote our range, with all our support and incentives and you receive a Minimum of 20% of your sales.

**Opportunity Type:** Party Plan  
**Industry:** Gifts  
**SSNo.**1006

**Description:** New season fashion accessories at affordable prices. We make it easy for the hostess with



generous incentives. Consultants earn 40% of all sales. Your own website login & training provided. New brochure twice a year.

**Opportunity Type:** Party Plan  
**Industry:** Fashion accessories  
**SSNo.**1007

**Description:** A great career balanced with a great lifestyle. We are looking for enthusiastic sales rep's



to sell our products all over Australia. A flat commission paid to you as soon as the party closes - no waiting for monthend, funds to clear or sales meetings. There is no pressure to meet minimum sales targets.

**Opportunity Type:** Party Plan  
**Industry:** Footware  
**SSNo.**1008

**Description:** We specialise in unique hand made vibrant decorations and furnishings. Sourced from

all regions of this diverse and spectacular country, we provide an exclusive range of indoor and outdoor furniture and furnishings.

**Opportunity Type:** Party Plan  
**Industry:** Homeware  
**SSNo.**1010



**Description:** When you become an Associate, we provide you with your own Retail Business Centre (RBC) so that you can order products at wholesale prices. Not only does this save you money on your own product, but allows you to sell to your own customers at retail prices.

**Opportunity Type:** Network\_Marketing  
**Industry:** Health  
**SSNo.**2005



**Description:** Would you like the opportunity to boost your existing business or perhaps even develop a lucrative home-based business that capitalises on the booming growth of the organics industry - which for the first time in history, is now seriously tapping into the US\$122 billion cosmetics and personal care industry?



**Opportunity Type:** Network Marketing  
**Industry:** Cosmetics & personal care  
**SSNo.**2006

**Description:** Our company offers an opportunity to be in business for



yourself but never by yourself... the potential to finally earn what you're worth... the flexibility to work when you want... the freedom of time to enjoy life... and the support system to make it all possible.

**Opportunity Type:** Network Marketing  
**Industry:** Technology  
**SSNo.**2007



**Description:** Quality products to enjoy yourself and to retail, which earns you money. We specialise in world-class health and beauty products. We also have products in homeware, wellbeing, personal care, and housewares. A proven sales plan that works. Plus full training, e-commerce, door-to-door delivery, business centres, marketing support and much much more.

**Opportunity Type:** Network Marketing  
**Industry:** Wide range of products  
**SSNo.**2010

**Description:** No Selling. Drop off the catalogues and that's it! The catalogue sells for you. No Up Front Cost. No starter packs to buy, Stationary is supplied free of charge and you will not find yourself out of pocket for any goods provided you follow our process.

**Opportunity Type:** Direct Sales  
**Industry:** Homewares  
**SSNo.** 2147

**Description:** If you have an entrepreneurial spirit and are interested in going into business for yourself, but not by yourself, then this is the position for you! An energetic, self-motivating attitude is a prerequisite for success in this role. If you have experience in direct sales, all the



better, if not we will help you to develop your skills in order to reach your personal goals.

**Opportunity Type:** Direct Sales  
**Industry:** Cosmetics  
**SSNo.**2149

**Description:** Are you interested in running a home based franchise that offers low risk, guaranteed income, no competition and a proven system to follow? Our franchise is the first and only box hire franchise in the world and the demand for such services has seen the business boom.



We provides a mobile "we come to you" delivery and pickup service of boxes and packing materials to the hundreds of people who are moving every day.

**Opportunity Type:** Franchise  
**Industry:**  
**SSNo.** FOP802

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# Do You Dream of Working From Home?

by Donna Sickinger

**H**ow different would your life be if you were able to start a home business or get employment working from home?

It's a dream for many and, although not everything can be done from a home office, with technology and the ability to outsource, it can become your reality. Even if you don't want to actually start a new business, many company and corporate jobs can now be performed from a home office. I have spent the last 30 years working from home, earning a great income and being a stay at home mum.

Benefits:

- No commuting - say goodbye to driving daily in poor weather conditions and heavy traffic.
- Flexible work schedule - although not optional. You must keep yourself accountable.
- If you have your own business, you choose your rates and what your work is worth.
- The ability to be a stay at home mom.

As a nation, we are slowly getting further and further into debt. If you were to start your own business, or even if you took on a part-time work from home job, how much difference would an extra \$400 a month make in your life when paying bills and paying down debt? If you could put \$100 towards debt reduction each week, how soon would you be debt-free?

Starting your own business and creating a second stream of income can change your life by getting you out of debt faster!

***What Should You Do? How Can You Fit a Home Business or Part-Time Work at Home Job Into Your Busy Life?***

There are so many opportunities available to you now for working at home. Do some research to see what is available, what you would enjoy, and what would fit into your lifestyle and schedule.

My home business started because I couldn't leave my newborn to go to work. Operating a virtual business was the answer

to having a career, earning an income, and being home with my baby.

With the technology today, many careers can be done successfully from your home office, your back deck, or your summer cottage, and no one will ever know.

Not sure what business you could start or what work-at-home employment you could get? There are many options, including reputable direct sales companies, virtual assistance and executive virtual assistance, customer service representative, consultant, writer or editor, virtual bookkeeping, virtual tutor or teacher, selling crafts and home-made items on Etsy, etc.

## ***Time Management and Revenue-Generating Activities***

If you have chosen to start a home business, you'll likely find that it becomes so easy to spend day after day working "in" your business and not generating any income. What are you doing every day? It's easy to "play office" and put in long hours on presentations, websites, and flyers, but are they actually bringing in more money? Not unless potential clients/customers actually see them. Yes, these are important, but don't spend all your time on them.

Have you identified what your revenue-generating activities are? These are activities that lead you to obtaining new clients/customers and making more money. You need to allocate enough time in your schedule to make sure you are doing these activities that will generate income. Think of at least one activity that you can do each day to move your business forward (it does not have to be the same thing each day).

You need to strategise and create a time management plan, a marketing plan, and a childcare plan (especially if you have young children), and you need to stick to these plans as much as possible. Learn to discipline yourself. You can't just start a new business and hope for the best. It takes a lot of work, but it can be successful and rewarding when you have the right guidance and your time is structured properly.

## ***What If You Try Working at Home and You're Not Successful?***

If you try and you fail, then at least you have given it a shot. Otherwise, you will always wonder, "What if?"

Some questions to ask yourself:

- What are you not doing?
- What have you not tried?
- Why and what are you resisting?

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- What self-doubt are you allowing to creep in and decide your life course?

You're going to make mistakes and you're going to fail sometimes. This happens to everyone. It's how you handle the mistakes and failures that determine if you will succeed. Are you just going to give up, or are you going to learn from these setbacks?

If you're struggling or you're scared, consider hiring a business coach. You may need that additional support and guidance, as well as an objective and experienced point of view to help you get on the right track and make all the money you deserve.

If you need guidance and advice, 30-minute complimentary discovery sessions are available to find out if we would be a good fit for working together.

**Donna Sickinger understands the challenges of earning a paycheck while working from home. Her first home-based business began in 1984 after the birth of her first son.**

Over the years, she has been recognized for her many accomplishments including a prestigious legacy award. As a celebrated leader in the direct sales industry, Donna is known for developing successful business strategies and coaching others to achieve their dreams. A graduate of the Coaches Training Institute, an ICF-accredited coaching program, Donna lives in Toronto with her family and spends a lot of time working in her pyjamas. To learn more about Donna and her coaching services: <http://pajamapaycheque.com>

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# Taking Responsibility Makes You Wealthy Faster

by Rosemary Nonny Knight

**D**on't you just find the Facebook changes plain annoying? From time to time, you may have wanted to throw something at its founder.

One day, everything is working honky dory and then you wake up the next morning all excited about cracking the code and, NOTHING IS WORKING ANYMORE!

FRUSTRATING! SO VERY frustrating!

I KNOW!  
What is a budding business owner to do?

OK, so it sounds like I am about to launch into a rant about Facebook but actually I am not.

So what is the point?  
We are in business!  
We are not playing at this thing!  
We are serious about creating the life we want, right?

So guess what, there will be setbacks whatever way you choose to promote yourself- It is just the way things roll when you are building something great.

Nonsense happens at times and dealing with that nonsense is part of the task of a budding entrepreneur.

Taking full responsibility for that nonsense even when it feels like you are blameless in it all, is part of your job description. You cannot get away from it.

The ones who go on to incredible success are the ones who find a way not to let the frustration of building an empire get in the way of going on to do exactly that.

Being an entrepreneur or business owner is not a walk in the park and the challenges of social media platforms are just the tip of the iceberg when it comes to breaking free from your comfort zone and creating

something amazing.

So, I suppose the question becomes, are you in this for the long haul or are you just playing at it?

Will you, like a warrior, set your sights on victory and allow nothing but death get in the way of getting what you want? Or will you fall by the wayside and be like all the other regular people who did not quite make it and then blame Facebook for being the reason?

I know there is more to you than that but...

Will you BELIEVE ENOUGH IN YOU to keep walking, to keep doing the work, to keep putting one foot in front of the other even

when it feels dark all around and you wonder if your dream is ever going to come about?

This is the truth - You cannot fail as long as you keep moving!  
Will you?

*"Nonsense happens at times and dealing with that nonsense is part of the task of a budding entrepreneur..."*

**If you want to belong to an alliance of entrepreneurs who are ready to play full out in creating the life they want - Take a look at the Wealthy Entrepreneur Alliance**

(<https://www.facebook.com/hashtag/keepmovingforward>)

**Our focus this month is growing your mailing list so it makes you more money!**

**Learn more by visiting**  
(<http://RosemaryNonnyKnight.com/Entrepreneur>)

# Six Simple Tips To Fast Track Your Success In Your Home Based Business

by Jaime Soriano

**S**o you've just joined a Network Marketing company and you're jumping out of your skin with excitement. Congratulations! With the economy in a plateau, Network Marketing has continued to increase in popularity. More and more people are looking to start their own home based business and since most Network Marketing companies are pretty affordable to join, people who were once closed to the idea are now becoming more and more open.

Seriously, there hasn't been a better time to start your own MLM business. Not only because the prospect pool has never been bigger or better, but because business experts ranging from Warren Buffet to Sir Richard Branson to Robert Kyosaki to Donald Trump are all touting the brilliance of the business model.

In article, I want to outline 6 tips you (as a newbie) can apply that will fast track you to success regardless of what company you're in, or what product you're promoting. So let's get right to the point:

## #1. ALWAYS DELIVER A WORLD-CLASS CUSTOMER EXPERIENCE.

As a marketer, you want to get yourself out of the "transaction" mindset, and into the "experience" mindset. No one wants to feel like just another transaction. If you can provide an enjoyable presentation and dialogue, your customers (and prospects) will buy from you.

In addition to that, if you provide an experience and get your prospects to like you, you'll not only get more customers but you'll increase retention of those customers. And make no mistake about it, retention is the key to residual income regardless of what product you're promoting. If you can't get people to stay on the books, you have no chance of building that passive income you joined for.

## #2. BE A PRODUCT OF THE

## PRODUCT.

You can share dozens of testimonials, but the most important testimonial is your own. People can spot a phoney a mile away. And if you don't believe enough in your own product, how can you possibly get others to believe in it. My suggestion is that you own every single product your company offers so you can be a walking, talking commercial, and you don't have to point to someone else when you're sharing your products with people.

## #3. BECOME THE PERSON YOU WANT TO ATTRACT.

Most distributors are always looking for the one guy or gal that will explode their business. Why don't YOU become that guy or gal? YOU be the most positive person on your team. YOU be the most productive person in your team. YOU make the most money per month. Don't look elsewhere for someone to explode your business. YOU be the one! The funny thing is when you start leading from the front, you will start attracting higher quality prospects because leaders are attracted by other leaders. And that's what you want.

## #4. EMPOWER OTHERS BY LEVERAGING DEVELOPMENT AND SUPPORT.

Typically in traditional sales, your income and production is based on your own efforts. In Network Marketing, your income is based on the efforts of others. It's not about you doing everything. It's about you doing your part, but then having hundreds (and then thousands, and later tens of thousands) of other people doing a little. As you are sponsoring new people, always set aside some time to offer training and support.

Your goal is to develop other people so they can do what you do. In fact, you should want to develop other people so they're actually better than you. That's how you build a secure and reliable income in your business. You won't be able to do that if you're trying to do everything and you're not empowering others to become self-sufficient.

## #5. KEEP IT SIMPLE AND FUN.

One of the biggest mistakes new people make is that they over complicate things. They want to study everything, and when they talk to people they think all this newly acquired knowledge will make them sound smarter. Doing this absolutely kills your business. Remember, when you're engaging prospects, they want to know if it's simple enough for them to do.

If they feel overwhelmed, they might like your opportunity or product, but chances are they won't join because they feel they have to get as good as you to do well. Your goal in your business is to over-simplify everything so that anyone can feel they do it. You'll explode your business faster by keeping everything simple and duplicable.

## #6. CREATE A WINNING ENVIRONMENT.

There's an old saying in Network Marketing: "Beginners look for comp plans; Veterans look for company; But professionals look for culture." Having an awesome culture ties right in with having a winning environment. Focus on cultivating a great environment (one that doesn't tolerate any negativity) and not only will you attract good people, but your current team members will always stick around.

So there you have it. Regardless of what company you're in, you can apply these tips and position yourself for success.

Jaime Soriano wrote this MLM Training article for people looking to succeed in the MLM Industry. Sadly, most distributors will never see the success they desire because they lack the marketing skills to generate 20-50 leads a day. To learn how you can generate more leads than you can even get to, visit Jaime's MLM Training at <http://www.recruitwithease.net>

# Tradeshows - Lead Generation

## How to harvest MLM leads at a Franchise tradeshow without ever attending and other tradeshow lead generating Secrets.

by David Williams

**T**radeshows are a powerful offline lead generation method that took me years to fine tune but after reading this you'll learn it in minutes.

Okay, so you're now thinking, 'big deal' I know how to work a tradeshow. No, you don't. You don't know what I am about to share with you.

### HERE'S THE USUAL TRAINING:

Go to a trade show and get as many business cards as you can - go home and hammer the list. Of course you can also prospect people at the show until they kick you out too.

But really? Is that what you want to do? I confess, in my first two years of networking, I would lead teams to do this. We would go to a tradeshow and prospect like mad, and I'd buy dinner for the team member who got the most business cards.

Wow. Trouble was most people would want to quit after that experience.

And while that worked for a while, times changed.

Today, most tickets for franchise trade shows say you CAN'T approach anyone at the show for something not being represented at the show.

That's how freighted of networkers these franchise sellers are.

Well, after a couple of years, I learned that approaching people at the show was actually too much work for the return it brought.

Even just collecting cards was getting hard, as anyone who had tried it will tell you. If you ask for a card these days, the sales booth guy will hold you up with some long pitch and presto - half your day is gone.

I was wondering what to do - perhaps I'd have to give in and get a booth.

Now I should say at this point, I find franchise shows great places to prospect in, as well as health and wellness and craft shows.

For this article I'm sticking to franchise as my example, but you can work this system in any you like.

### BIG TIP:

Craft shows are also good if your product fits into that category, and the attendees are also perfect for networking as they tend to be women and are entrepreneurs at heart.

However, the main advantage of a franchise show is the fact the attendees ARE seeking a business, and have some kind of budget.

But all three - Franchise, Health and Wellness and Craft shows are good.

Now getting a booth at a trade show means big cost, organizing people, getting some good looking banners, etc. Some MLM companies have tradeshow banners that you can buy or rent, and some don't. Either way, they are expensive.

For most people the cost is just too much. Besides, running a booth is not easy. It's exhausting, many of your team will not be equal to the task. Franchise shows have pros manning their booths. We networkers are not seasoned tradeshow pros.

When I see a MLM booth, too often we networkers look or act like 'amateur hour' - especially compared to the tradeshow pros - so the very best people that you want to sponsor just don't take you seriously.

Before some of you argue the point, I can tell you I have done many of these and know what I am talking about. Most of us are professional, but it only takes one bad apple to ruin the barrel.

I have done many successful shows - recruited people - but not everyone who attends and works a show sponsors someone, so there by the end of the weekend there are a lot of unhappy campers.

And the costs... Often now about \$2000 for a booth (to be shared) is a burden especially to those who didn't sponsor anyone.

Not only that, you need at least 20 peo-

ple to run the booth and to break the cost down to a level that your team will accept. Even if you are making 10K a month personally, you can't afford to pay this out of your own pocket.

Now, we are about to get close to my brilliant system here, so read on carefully because I'm going to tell you just how I came to figure it out...

When I was working our booth, my chief aim was to get leads, business cards and/or contact info. I rarely tried to explain my company, product or anything of that sort.

Of course most of the others manning the booth would try and pitch the program - and that's okay - that's what people expect.

But my mentality was different. I would rather have a lead to pitch...later...

I would rather get the contact information now, and then follow up with them later, and pitch them on my company when I'm not one of a dozen or a hundred competing for their attention.

Think about it: After a few days or a week those tradeshow attendees have seen what's out there and seen the high cost of franchises.

Most of them now realising that they just don't have the money for that type of business.

Contacting them after they have figured this out is the best time.

Therefore, in my opinion the GOAL of a tradeshow is ONLY getting leads and prospecting them AFTER the show, not during it.

So, here I was thinking how to get contact information from all these folks without having to explain my MLM business.

You can't just ask for someone's business card or contact info without some reason.

I remember the show where I came up with this idea...

I decided to take a walk up and down the hall to see the other booths.

I notice that lots of companies were giv-



ing away samples, raffling off some of their products and offering free draws - if you left your business card.

That's when it hits me: The free draw.

I rushed back to our table and we constructed a crude sign offering a chance for \$100 worth of our products.

By the end of the show we did a draw and informed the winner that she could collect her products at our local meeting.

But the big winner was us: we had about 80 leads to split up between everyone. I realised a better sign and better prize will bring us even more leads the next time.

In fact, I begin to realise that if I were to just offer something that everyone would want, (not our products, as not everyone cares about what we sold) something business-like, that I'd even get more leads.

My head was spinning with ideas.

By now you think you have the idea, a free draw.

No, you're on the right track, but no there's more: read on McDuff.

Now our next show was very different. No company banners, no pitching MLM, no pitching anything EXCEPT our free draw. It was a draw for one of 5 electronic note takers, (audio recorders - pretty cool).

Our sign said the draw was sponsored by our company. All we did was promote the draw. 'Free chance to win the Sony electronic note taker by leaving your business card'. Under the sign we said we were sending all entries notification of the winners, and the sponsor's information.

This meant we could follow up with the folks. And why not, it is a good deal.

We had five winners and let EVERYONE know who they were.

We followed up by phone, told each person who entered their name that we were sorry they did not win the grand prize, and then chatted about the show.

Everyone agreed that it was pretty expensive to buy a franchise. 'You're right, that's why we do XYZ program, low cost, low overhead, faster profits and no territory restrictions'.

'Um,' they'd say, 'what is XYZ?'

'Well, since you asked...'

Thus they invited us to tell them about our company.

Today we combine this with a drip email campaign, just to reinforce the follow up.

Now, I thought I had hit lead paradise with this idea.

However, I kept thinking.

I still had to organize the tradeshow, get

people to man the booth, collect money and do all of this well in advance of the show, which meant getting commitment from your team 3 or 4 months before the event.

A lot of folks don't like putting money up that far before an event.

In any case, I realised the real advantage of this method is the draw - it gets you leads. And then I got another brain storm, and this is the part of the article you really want to pay attention to:

I don't need to rent a booth, I just need to set up a draw.

So I called a friend whose company also attended these shows, they are not MLM company, but they were nice people and easy going. "How would you like to have a

big list of prospects - bigger than you normally get - from your next tradeshow?" I asked.

"Sure, how?"

I told her, "I'd like to sponsor a

free draw for your next booth. I'll supply the prize, (FYI today the prize is one of 3 iPads - one drawn for each day of the show - normally Friday, Saturday and Sunday), and all I want is a photocopy of all the business cards".

It was a win-win and a no-brainer for her.

Our draw sign now said sponsored by both companies.

My team split up the cost of the prizes, and each got an equal portion of the leads.

Now sure, both we, and that other company followed up on the same prospects, but it's well worth it.

This way, I could repeat the process with all sorts of tradeshows, craft shows, hobby shows, you name it. All I had to do was contact the venues and get a list of who was attending.

My good buddy in Australia, Steve Shulenski, takes the whole free draw one step further - without the need of tradeshows.

Steve had been using draw boxes to generate dozens of leads per month (year round) for his portrait business in small towns in Australia. His prize was a free photo shoot and a free portrait but he never used draw boxes to generate MLM leads until he learned how I use them at trade shows.

Steve designed a small countertop box with professional graphics. The headline on his box reads "The I Hate My Job Free Lunch Contest". His first entry tag instructed people to write their name and phone number on it and to tell us why you hate your job.

Steve's thinking was he could contact each person who dropped their contact

details into his boxes that he places in restaurants and coffee shops and ask the person "So you hate your job, would you like to do something about it?"

At first this resulted in a lot of unqualified leads from jobless, broke people who only wanted the free lunch. So Steve started testing different wording on his entry forms.

After much testing he discovered the right copy that pre-qualifies prospects, generating higher quality leads who know they will be contacted and shown a home base income opportunity.

His new copy states that only one person a week will get a free lunch but every entry will be shown a way to increase their income by starting a home business.

Steve says that it's a very simple and inexpensive way to get pre-qualified leads and restaurants display his boxes for free because it brings customers back in. And Steve only buys lunch for those who join his team.

He calls each lead and tells them... you didn't win a free lunch yet but I will buy you a cup of coffee if you meet me back at the restaurant to take a look at the number one home based money maker in the world.

I asked Steve if it would be ok to let you see for yourself, and he agreed, so check out what he's doing at: [www.TheLifeStyleMentor.com](http://www.TheLifeStyleMentor.com) or call him on 0412787941

Never stop prospecting!

**David Williams is the author of How to Brand Yourself for your Network Marketing Business: 9 Simple Steps to Explode your Business Using Easy, Simple Methods Online. You can get 5 free autoresponders and his weekly training newsletter FREE by visiting [www.DavidWilliamsMLMauthor.com](http://www.DavidWilliamsMLMauthor.com)**



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# 4 Traits of Successful Entrepreneurs

by Pat Mussieux

**A**fter a rather harrowing, stressful and happy (all at the same time!) week, I took time to reflect on what keeps someone in the game of business. Business IS a game and it does take a certain type of individual to stick with it.

The challenges last week, combined with my level of fatigue (after an incredible amount of travel), could easily have taken me down. In fact, I truly believe that many entrepreneurs may have just packed it in. Many people like things to be 'easy' - like Staples 'EASY' button on their commercials. Being an entrepreneur is not for the faint of heart.

*"You must get comfortable being uncomfortable!" - anon*

When I think about the ups and downs of running a business, and specifically what it took to get through the past few weeks, I recognize there are certain character traits that support success. I want to give you the top 4 that come to mind so you, too can reflect and see where you fall in each category.

## **TRAIT #1: CLARITY.**

It's critically important, as an entrepreneur, that you know what you are doing, where you are going and why you are doing what you are doing. With that type of clarity, it's easy to handle the challenges that come our way. Life is full of distractions these days and it can be so easy to go down all the rabbit trails.

When you are clear - it's like following a compass or a GPS to get where you want to go. The little voice in the GPS will quickly tell you to 'recalculate' and stay on the path. So, when life knocks you down - and you feel like you are facing just one challenge after another (some you can control and some of which you cannot control), keep listening to that GPS voice in your head and stay clear about the direction in which you are heading. That will serve you well.

*"As an entrepreneur, you can always find a solution if you try hard enough." - Lori Greiner*

## **TRAIT #2: COMMITMENT.**

This really is the trait that keeps me in the game. I am totally and absolutely committed to my WHY, first of all. And, on a daily basis, I am committed to getting things done that are in alignment with my goals. Now, things do go wrong - such as this past week where/when technology was not working and it would have been so easy to bail - to reschedule - to make excuses - to go in a different direction. That is not commitment! There is always a way and we worked diligently, as a team, to find the way and we did. We were 100% committed to the goal, to the end result.

## **TRAIT #3: COMMUNICATION.**

This is a trait that serves me well as an entrepreneur. To have clear, focused, strong communication skills will position you for success. For me, this comes down to communication styles with my team, my colleagues, my vendors, my clients - anyone who is in this game of business with me. Clear, open, honest communication is what gets me through the tough times - all the time.

Many entrepreneurs dance around the bush - for many reasons - but the main one is so as not to hurt people's feelings. That's when I know and recognize that people are making emotional decisions, not business decisions. What works for me, especially in the tough times, is to communicate often, honestly, openly and directly. This is one trait

of the very successful people in business.

## **TRAIT #4: CELEBRATION.**

This is one trait that is critically important in the world of business. We all have challenges. We will continue to have challenges as long as we are entrepreneurs. There are many character traits that will serve you well - my favourite and one that I firmly believe in is that of celebration. It is a trait that many lack and/or overlook. It is critically important to stop and celebrate the achievements along the way. Celebration is a mindset. Celebration helps us to grow our self-confidence. Celebration is essential for our mental well-being. Celebration is vital to the success of our business.

Being an entrepreneur takes character - and there are some essential character traits that will contribute to our success. Take a really good look at the ones I posted above and identify where you stand with each and every one.

Pat Mussieux is fast becoming regarded as a highly valued Canadian mentor for women entrepreneurs taking her own business from zero to a multiple 6-figure home-based business in less than 4 years. Much of her success can be attributed to her expertise in marketing, mindset and money!

Pat Mussieux is a business coach, author, speaker and radio host. You can reach her at <http://www.wealthywomenleaders.com>

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# Secret Systems of Success

by Daryl Des Marais

**N**o business just becomes successful automatically, or maybe it will with a system online in the future. A business must endure years of change and development. However, three areas can lead you to greater success.

*They are:*

1. Systems
2. Synergy
3. Steps

"Is that all?" you say. Sounds simple. No it is not that simple and it is not all, but it is a framework. What does it mean? How do I apply it to my business? Will it work in any business? Will it work in any industry? How about any country or time frame? Perhaps, but we will delve into each area and see how it may help your business.

## SYSTEMS.

All businesses have systems, for the most part. If you do not have a system, how will you refine your business for success? How will you analyse what area of your business improved or declined due to an effect or a change.

## SYNERGY.

Do you ever wonder why some businesses or teams are more successful than others even though they have the same level of qualified people? It is about synergy, but what is synergy. Is it that easily defined. Just having it does not mean anything if it is not directed in a positive, relevant manner to the business.

How do you do that? How do you create synergy that is relevant to your business? Studying past businesses successful in your industry is helpful but times change and what is successful one year may not be successful the next because industries change

and what is valued in the industry changes as well.

## STEPS.

You can have all the systems in the world and the best staff, but if you do not have steps for improvement or goals or achievable reaching targets how will you improve on the success you already have? You may just be stuck in the same place and as people have learned over time if you stay in the same place the world still revolves and your competitors still advance and change over time.

So if you have a good system and good synergy why change? Probably because you must. Some things have not changed over time like a 4x2 timber you say, well actually they have with new strengths, fibres, water mould prevention techniques and recyclable technologies. Think of even build-

ing that don't even use 4x2's any more, they use styrofoam blocks (APX Blocks ICF) or other building material technologies. Speed of set up is increased and labour costs are decreased. Upfront costs may be higher but in the long-term there may be costs savings realised for the business. Cost saving that can be put to other uses for the business.

So learning more about systems, synergy and steps and what they mean to your business may be helpful. There is a big world out there and one article can do very little to answer all your questions.

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A. William Benitez

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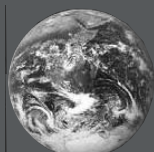
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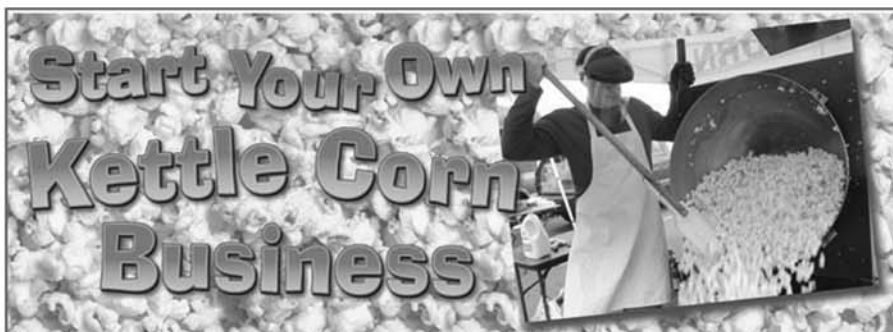


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Only bookings made on or before the deadlines are guaranteed to make this issue. Bookings made after this deadline are subject to space availability and scheduling.

## CLASSIFIED ADVERTISING DEADLINES

**[www.byob.com.au/AB](http://www.byob.com.au/AB)**

See Classified Booking application on page 71.

# Display Advertising Booking Application

**AUSTRALIAN  
BUSINESS & MONEY MAKING  
OPPORTUNITIES**

For basic display advertising rates see **page 70** of this issue. For complete display pricing information along with **special advertising discount rates** send an email to [daab@profitcentre.com](mailto:daab@profitcentre.com) with "Display Advertising" in the subject line or fax your request to **Fax: (02) 4577 6942** or write to **ABMMO, PO Box 5518, Windsor, NSW 2756**.

Business Name..... Telephone: ( ) .....  
Contact Name..... Fax: ( ) .....  
Address..... Email Address .....  
.....Postcode ..... Web Site: .....

☐ **Please send me more details about special advertising discounts and package deals which you have to offer!**

**SPOT COLOUR:** Publishers choice - \$80 extra. **FULL COLOUR:** - \$125 extra (plus set up fee if needed).

**Preferred Position Loading:** This option is only available for full page advertisements\*. **Loading Fees:** Righthand page within first 15 pages - add \$275, within first 30 pages - add \$220, within first 40 pages - add \$165, within first 50 pages - add \$110. \*Subject to space availability.

☐ I would like to book the following size advertisement/s for next issue:(see advertising rates on page 70)

Across The Page - HORIZONTAL ☐1DUH ☐2DUH ☐3DUH ☐4DUH ☐6DUH ☐8DUH ☐10DUH ☐12DUH ☐Quarter ☐Third ☐Half ☐Full Page  
Top To Bottom of Page VERTICAL ☐1DUV ☐2DUV ☐3DUV ☐4DUV ☐6DUV ☐8DUV ☐10DUV ☐12DUV ☐Quarter ☐Third ☐Half ☐Full Page

\*Preferred positions only available to full page advertisements and subject to availability

☐ Yes, I wish to pay the appropriate loading fee to have my full page ad placed on a **righthand page** within the first ☐ 15 pages, ☐ 30 pages, ☐ 40 pages, ☐ 50 pages.

Guaranteed preferred positions only given to full page advertisements when appropriate loading has been accepted. See rates above for specific loading fees.

☐ I also wish to add ☐ SPOT COLOUR or ☐ FULL COLOUR to my advertisement.

☐ Please find advertising copy/draft and payment enclosed/attached

**Note** - Free basic typesetting only applies to advertisements received with payment.

I understand that all new advertising will not run until account has been pre-paid.

Applicants

Signature..... Date: .....

**Mail or Fax to:** ABMMO, PO Box 5518, Windsor, NSW 2756.

**Fax:** (02) 4577 6942 **Email:** [daab@profitcentre.com](mailto:daab@profitcentre.com) Bookings can also be made using the booking form found at [www.byob.com.au/AB](http://www.byob.com.au/AB)

**CREDIT CARD ORDERS CAN BE FAXED THROUGH ON Fax: (02) 4577 6942**

<b>VISA</b>	Enclosed is a <input type="checkbox"/> Cheque <input type="checkbox"/> Money Order for \$_____
	I will organise a <b>Direct Bank Deposit</b> or <b>PayPal</b> payment for \$_____
<b>MasterCard</b>	Please debit my <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa
	Card No. _____
<b>Bank Deposit</b>	Expiry date: ____/____/____ Phone:(.....).....
<b>PayPal</b>	Signature:.....

## **Proven Ways You Can Make Money From Your Knitting Passion!**

**Six Proven (and Simple) Ways To Make Money From Your Knitting or Crochet**

**[www.2011.myad.info](http://www.2011.myad.info)**

## **Cash Surveys**

**Find Out How This Single Mom Was Able To Make As Much As \$275 Per Day**

**[www.2012.myad.info](http://www.2012.myad.info)**

## **Legitimate Online Jobs**

**Instantly Search Thousands Of The Best Legitimate Online Jobs and Telecommute Jobs - Part Time and Full Time!**

**[www.2013.myad.info](http://www.2013.myad.info)**

## **Work At Home Ventures**

- Consulting Businesses
- Craft Making Business
- Creating Wealth
- Decrative Concrete Biz
- Ebay Business
- Electronic Repair Business
- Face Painting Business
- Flower Pressing Business
- Food Related Businesses
- Fruit Bouquet Business
- Garage Sales Business
- Gardening Business
- Gift Basket Business
- Greeting Card Businesses
- Home Based Money Making
- Home Staging Business
- Hot Dog Cart Business
- Ice Cream Van Business
- Import - Export Business
- Inkjet Refilling Business

Get more details from  
**[www.homebiz.myad.info](http://www.homebiz.myad.info)**

## **ONLINE INCOME**

**Internet Marketing**  
**Make Money Blogging**  
**Paid Surveys Online**  
**Selling eBooks**  
**Selling on Amazon**  
**Selling Photos Online**  
**Share Market Trading**  
**Virtual Assistant Work**  
**Website Creation**  
**Work At Home Online**  
**Writing For Money**

Get more details at  
**[www.online.myad.info](http://www.online.myad.info)**



**3DUH = \$190** - includes GST (180mm x 40mm)(Advertising is active for 3 FULL MONTHS)

# It Pays To Advertise

[www.byob.com.au/AB](http://www.byob.com.au/AB)

This page provides details on a range of available advertisement sizes and the cost for each.

## Advertising Gets Results!

Advertising in Australian Business & Money Making Opportunities magazine **works!** Many businesses and individuals have made this a permanent part of what they do.

**Why?** Because these businesses and individuals are getting results that pay! Our readership is unique and extremely motivated! To get the full picture, write, fax or email for our advertising rates and guidelines which also provides details on additional special discount prices etc.

**Advertising Department**

**AAA Media Network,**

PO Box 5518, Windsor South,  
NSW 2756. Fax (02) 4577 6942.

Email: [abmmom@profitcentre.com](mailto:abmmom@profitcentre.com)  
or visit our Website

[www.byob.com.au/AB](http://www.byob.com.au/AB)

See page 68 for next issues deadlines.

See page 68 for display booking form.

**3DUV = \$190** includes GST  
(57mm x 124mm)

Choose a Display Ad size that fits your budget. This page outlines some common sizes and costs of Very Affordable Advertising Space. Details on larger spaces and multiple bookings are available with our advertisers rate card.

## The Work At Home online Directory

Advertisers appearing in AB&MMO also receive a **FREE** listing in the "Work From Home and Home Based Income Directory" and the "Work From Home Magazine" valued at the equivalent magazine rate. All **OTHER** listees must pay to be able to place a listing within this directory.

[www.byob.com.au](http://www.byob.com.au)

[www.workfromhomemagazine.com.au](http://www.workfromhomemagazine.com.au)

**Advertising Is  
Active For  
3 FULL MONTHS!**

**2DUH = \$130** - includes GST (120mm x 40mm)(Advertising is active for 3 FULL MONTHS)  
**YOUR MESSAGE WILL BE SEEN BY THOUSANDS OF INTERESTED  
AND MOTIVATED INDIVIDUALS! BOTH ONLINE & OFFLINE.**

## - DON'T FORGET -

All advertisers appearing in Australian Business & Money Making Opportunities magazine also receive a listing in the "Work From Home and Home Based Income Directory" and the "Work From Home Magazine" sites at [byob.com.au](http://byob.com.au) and [workfromhomemagazine.com.au](http://workfromhomemagazine.com.au)

**Are you looking  
for affordable  
advertising that  
gets results?**

**THEN LOOK NO FURTHER!**

**1DU = \$90** includes GST (57mm x 40mm)  
(Advertising is active for 3 FULL MONTHS)

Basic Typesetting Is  
Provided Free Of Charge. All  
We Need Is A Basic Draft Of  
How Your Ad Should Look!

### Important Notice:

All New Accounts  
Must Be Pre-Paid!

**2DUV = \$130** - includes GST (57mm x 82mm)

(Advertising is active for 3 FULL MONTHS)

**GET YOUR MESSAGE IN  
FRONT OF A VERY  
RESPONSIVE & MOTIVATED  
READERSHIP!**

**Additional discounts  
are available for  
ongoing advertisers !**

OVER 80% OF OUR  
ADVERTISERS ARE  
REPEAT ADVERTISERS.  
THIS RESULT SPEAKS FOR ITSELF!

**4DUH = \$235** Advertising is active for 3 FULL MONTHS (120mm x 82mm)  
includes GST

**Double Your Advertising Space  
for as little as \$10.50 per month.**

How? When you buy any advertising space upto and including a 4DU size, you have the opportunity of purchasing a duplicate space for exactly the same ad to run in the OPPORTUNITIES - PRODUCTS - SERVICES MART as shown on pages 61 - 70 this issue. The cost of purchasing duplicate advertising space is only 35% of the prices listed on this page. For example if you purchase a 1DU at \$90 it will cost you an extra \$31.50 (35% of \$90 = \$31.50) to run the same ad. Therefore you will have one advertisement placed in the body of the magazine and one placed in the section already described. This doubles the chance of your ad being seen.

**Half price classifieds.** When you purchase any display advertising, you only pay half price for a classified advertisement no matter how many words. The use of page referencing in classifieds is only available to ads which are half page or bigger. Just work out the pricing of classifieds in the normal way and halve the price.

**IMPORTANT:** All **new** Accounts must be pre-paid. (all prices **DO** include GST)

See page 68 for display advertising booking form.

**CLASSIFIED MARKETPLACE • CLASSIFIED MARKETPLACE**

## Business Opportunities

# Classified Marketplace

**Classified Advertising Works! To place your classified, use the form on page 71**

**You Can Become an eBay PowerSeller** in 90 Days Make EBay Work For You, And Work From The Comfort of Your Home [www.2009.myad.info](http://www.2009.myad.info)

**How To Become A Virtual Assistant & Work From Home** (Or Anywhere In The World!) [www.2005.myad.info](http://www.2005.myad.info)

**Start a Spary Tanning Business.** Warning! Do not think of opening a spray tan business until you have read the vital information at my website. Learn How To Spray Tan Just Like The Professionals! [www.tan.myad.info](http://www.tan.myad.info)

**Make \$100-\$250+/day** - every day - as a freelance writer from the comfort of your home [www.2003.myad.info](http://www.2003.myad.info)

**How To Become A Virtual Assistant** The 5 Key Steps to Your Successful Virtual Assistant Business [www.2008.myad.info](http://www.2008.myad.info)

**Cash Surveys** Find Out How This Single Mom Was Able To Make As Much As \$275 Per Day [www.2012.myad.info](http://www.2012.myad.info)

**Start a Tattoo Business.** Learn what it takes to start your own Tattoo Business from some of the Worlds best. [www.tattoo.myad.info](http://www.tattoo.myad.info)

**World of Paid Surveys** Taking PAID SURVEYS in your spare time and GETTING PAID for your honest opinion is a great way to MAKE MONEY ONLINE. [www.2016.myad.info](http://www.2016.myad.info)

Work From Your Home Office as an Independent Recruiter [www.2000.myad.info](http://www.2000.myad.info)

**AREYOU A SLAVE TO A WAGE?** Discover How to Locate And Obtain Your Dream Work-From-Home Opportunities! [www.2007.myad.info](http://www.2007.myad.info)

**Auto Cash Machine** - The easiest way to make money online on auto pilot. Works anywhere in the world. Fast results (Like today) Low investment (Free traffic) For more information please go to [www.fast.myad.info](http://www.fast.myad.info)

**No Need To Reinvent The Wheel.** Cut Your Learning Curve with The Secrets these 22 Successful Work At Home Moms Share. [www.2021.myad.info](http://www.2021.myad.info)

**How You Can Live the Freedom Lifestyle You Deserve....** with a Passive Residual Income [www.2020.myad.info](http://www.2020.myad.info)

**ATTENTION EXTRA INCOME SEEKERS** Free Business report reveals how to make an extra money working from home, call for your copy now on 02 9724 6219

**Professional Cake Decorator Reveals Her Secrets To Generating A 6-Figure Income From A Simple Home-Based Cake Decorating Business!** [www.2024.myad.info](http://www.2024.myad.info)

Who else wants to start their own **Import Export business**, and earn a fortune working in a fun, creative business that you absolutely love?! Visit [www.1941.myad.info](http://www.1941.myad.info)

**Home Party Business.** Learn the secrets of how I went from being penniless to earning over \$100,000 in sales per year in my own home party business! Visit [www.byob.com.au](http://www.byob.com.au)

## Money Making Opportunities

**How To Start and Grow A Successful Online Travel Business** [www.2004.myad.info](http://www.2004.myad.info)

**Gift Basket Business.** Enjoy the freedom and extra money that running your own gift basket business can bring. I'll share with you how I did \$6300 in my first 4 months of business, and how my gift basket business grew to do at least a quarter of a million dollars in sales per year! Visit [www.1859.myad.info](http://www.1859.myad.info)

**Start Earning A "Full Time" Income Working At Home From Your Computer** [www.2006.myad.info](http://www.2006.myad.info)

**Motorcycle / used parts business.** How to start a used motorcycle / used parts business with less than \$300. Motorcycle parts king finally reveals the step-by-step plan that consistently netted him \$8187 a month with motorcycles. Visit [www.1937.myad.info](http://www.1937.myad.info)

**Candles For Fun or Profit.** You too can learn the 'secrets' veteran candle makers use to create beautiful artisan candles for fun or profit. Visit [www.1779.myad.info](http://www.1779.myad.info)

**Maximum Success University** An Internet Marketing Membership Site that shows you how to create a Sustainable Online Business! [www.2010.myad.info](http://www.2010.myad.info)

Finally, straight talk on how to start your own **craft business** doing something you love! This helpful guide will show you how to start, run, and market a successful craft business that will allow you to earn a healthy part-time or full-time income. [www.craft.myad.info](http://www.craft.myad.info)

Get Paid To Take Surveys [www.2015.myad.info](http://www.2015.myad.info)

Are you tired of trying to find a genuine home based business opportunity? There are thousands of home business opportunities to choose from, so where do you start? We will help you find your ideal home based business free. Our aim is to help individuals find the ideal work from home opportunity based on interests, skills, projected income and lifestyle. Find out more by requesting FREE information at [www.businessfinder.myad.info](http://www.businessfinder.myad.info)

**GET PAID.** Doing simple typing tasks on the Internet [www.byob.com.au](http://www.byob.com.au)

**Start Office Cleaning Business** Janitorial Business [www.2029.myad.info](http://www.2029.myad.info)

**Turning Cupcakes Into Cash** How To Start a Cupcake Business From Home. [www.2023.myad.info](http://www.2023.myad.info)

**How To Make Modern Stained Glass Windows** For Fun & Profit! [www.2022.myad.info](http://www.2022.myad.info)

How to start your own **perfume business** and how to make your own personal & custom perfume oils for fun or profit. Visit [www.1843.myad.info](http://www.1843.myad.info)

**Copywriting For Money** Learn The Secrets Of Copywriting Success [www.2018.myad.info](http://www.2018.myad.info)

**How to Buy and Sell Used Cars** for Profit [www.2019.myad.info](http://www.2019.myad.info)

See how I earned \$4,596.88 in a single day! For details please visit my website. We want to give you a head start with Internet Marketing. [www.fast.myad.info](http://www.fast.myad.info)

What if I could show you the legit system that puts over \$500 per day into my bank account, working from the comfort of my home.. Would you be interested? Find out more by going to [www.onlinejobs.myad.info](http://www.onlinejobs.myad.info)

**Super Mum's Cash Machine** [www.2017.myad.info](http://www.2017.myad.info)

The Complete Beginners Guide To Writing Books For Children [www.2033.myad.info](http://www.2033.myad.info)

## Home-Based Opportunities

**The Home Craft Business:** How to Make it Survive and Thrive [www.2026.myad.info](http://www.2026.myad.info)

**How to Start Your Own Successful Fashion Line** Business Mentoring Program! [www.2031.myad.info](http://www.2031.myad.info)

**Miss Your Kids?** Why Aren't You Making Money From Home? It's So Simple. All You Need Is A Phone And A Internet Connection... I'll Teach You The Rest. Call Kaz Peterson on (02) 48235980 Or 0413610373 Or Go To: [www.yourgoldminebiz.com](http://www.yourgoldminebiz.com)

**Cash Power Course** - unrivalled, automated home income system. The unique system of earning money from home is matched with unrivalled client support. With an 8 week risk free guarantee. Get started today by visiting [www.power.myad.info](http://www.power.myad.info)

**Publications with reprint rights.** For titles available write to R Stewart, Coal Creek 419, Greymouth 7802, New Zealand or email [robertstewart400@hotmail.com](mailto:robertstewart400@hotmail.com)

**EARN MONEY FROM HOME.** Do you want to know how to earn money from home? Call 02 9724 6219 for your Free Business Report



# Classified Marketplace

**Classified Advertising Works! To place your classified, use the form on page 71**

**Start a Party Rental Business** - Start a Party Rental Biz, Moonwalk Business, Bounce House Business [www.2028.myad.info](http://www.2028.myad.info)

**See 100's of previous classifieds at the [byob.com.au](http://byob.com.au) website directory.**

The World Famous Life Coaching Course [www.2032.myad.info](http://www.2032.myad.info)

**Discover How To Achieve UNLIMITED Home Business Success** [www.2025.myad.info](http://www.2025.myad.info)

**Uncover the Secrets** to Making Money With Photography [www.2042.myad.info](http://www.2042.myad.info)

**Sell Your Digital Photos** A Guide to Freelance Photography [www.2043.myad.info](http://www.2043.myad.info)

30 days from now you could have your own thriving **Scrapbooking business**. You can work your own hours from home. Wake when you want. Revolve it around family commitments - and take control of your financial destiny once and for all doing something you LOVE! Visit [www.1865.myad.info](http://www.1865.myad.info)

## Work From Home

**Start A Cleaning Business** When starting a cleaning business the Immediate Results Kit is what you want. [www.2058.myad.info](http://www.2058.myad.info)

How To Make Money With Lawn Care Proven Strategies Revealed [www.2057.myad.info](http://www.2057.myad.info)

How to be Successful in Your Arts & Crafts Business [www.2044.myad.info](http://www.2044.myad.info)

## Network Marketing

We Guarantee you **100% PASSIVE INCOME** - No Sponsoring is Required! A small initial investment of \$4500 (U.S) is needed to start. Contact: Allen Vaega [allen.vaega1@gmail.com](mailto:allen.vaega1@gmail.com)

## Working Online Opportunities

How To Start and Grow A Successful Online Travel Business [www.2004.myad.info](http://www.2004.myad.info)

Start Earning A "Full Time" Income Working At Home From Your Computer [www.2006.myad.info](http://www.2006.myad.info)

**Earn Income Entering Simple Data.** We are a legitimate company, offering legitimate work-from-home data-entry job opportunities that have proven success. Get the details: [www.1550.myad.info](http://www.1550.myad.info)

**Maximum Success University** An Internet Marketing Membership Site that shows you how to create a Sustainable Online Business! [www.2010.myad.info](http://www.2010.myad.info)

Legitimate Online Jobs Instantly Search Thousands Of The Best Legitimate Online Jobs and Telecommute Jobs - Part Time and Full Time! [www.2013.myad.info](http://www.2013.myad.info)

**URGENT! Writers Needed**, more writing jobs than we can fill... Thousands of people online are making \$1000s per month doing simple writing jobs from home! Get Paid To Write Articles & Stories. Thousands of topics to write about! (Up to \$100/article & \$500/story). More details available from [www.writingjobs.myad.info](http://www.writingjobs.myad.info)

**World of Paid Surveys** Taking PAID SURVEYS in your spare time and GETTING PAID for your honest opinion is a great way to MAKE MONEY ONLINE. [www.2016.myad.info](http://www.2016.myad.info)

**Learn How to Make Money Online** as an Affiliate Marketer / Blogger! [www.2055.myad.info](http://www.2055.myad.info)

**Thrift Store Goldmines** what to sell on eBay [www.2048.myad.info](http://www.2048.myad.info)

Publish Your Book Globally [www.2038.myad.info](http://www.2038.myad.info)

**Get Paid To Take Surveys** [www.2015.myad.info](http://www.2015.myad.info)

**Cash Surveys** Find Out How This Single Mom Was Able To Make As Much As \$275 Per Day [www.2012.myad.info](http://www.2012.myad.info)

**You Can Become an eBay PowerSeller** in 90 Days Make EBay Work For You, And Work From The Comfort Of Your Home [www.2009.myad.info](http://www.2009.myad.info)

**How To Become A Virtual Assistant** The 5 Key Steps to Your Successful Virtual Assistant Business [www.2008.myad.info](http://www.2008.myad.info)

**How To Become A Virtual Assistant & Work From Home** (Or Anywhere In The World!) [www.2005.myad.info](http://www.2005.myad.info)

**Make \$100-\$250+/day** - every day - as a freelance writer from the comfort of your home [www.2003.myad.info](http://www.2003.myad.info)

## Paid Survey Opportunities

**Easy Cash Surveys.** Voted the highest paying surveys in the internet. Join the top paying market research companies on the internet while being backed up with our exclusive 60-day money back guarantee! 100's of our members are easily making over \$300 a day just by giving their honest opinion! Now it's your turn! [www.surveymoney.myad.info](http://www.surveymoney.myad.info)

**How Much Money Can You Make for 20min Surveys?** Everyday companies pay people like you just to know what you're thinking. Right now, I have hundreds of market research firms looking for survey takers. If you're a housewife, stay-at-home mum, student, retired, working full-time, or just looking to make some extra cash, this could be your

ticket to fun, easy money! Find out more by visiting [www.surveymoney.myad.info](http://www.surveymoney.myad.info)

**It's finally here. The perfect job!** Stay home and get paid for your opinion! Work from home and set your own hours. Get paid to take online surveys. You are in control. For more details visit [www.paidsurveys.myad.info](http://www.paidsurveys.myad.info)

**I started taking paid surveys** three years ago and since then I have been making a handsome living just for giving my honest opinion on consumer issues. Visit my website where I'll reveal all the exciting details! [www.surveymoney.myad.info](http://www.surveymoney.myad.info)

## Data Entry Opportunities

**Work from Home Jobs.** The executive data group's work-from-home data-entry complete online training for data-entry jobs. Over 10,000 members strong! Earning the money many have only dreamed of for doing simple work-from-home data entry. Typing 60 minutes a day to earn \$1,000, \$3,000, even \$10,000 or more EVERY MONTH! Discover more by visiting [www.1561.myad.info](http://www.1561.myad.info)

**Work At Home Typing.** With our program it is very simple process. You type, and you get paid. The more you type, the more you get paid. This is an actual work-at-home typing Job. Our colleagues receive complete online training and guidance. Full details at: [www.1556.myad.info](http://www.1556.myad.info)

**Online Data Entry Jobs** From The Comfort Of Your Own Home. Are you tired of all the work from home scams? After personally going through several scams, I sure was. My name is Laura Kauth and I am the director of Online-Data-Entry Jobs. Visit our website to see what we have to offer you: [www.1560.myad.info](http://www.1560.myad.info)

## Online Trading

**Auto Forex Money Making Signals.** As you read this, people are making hundreds of pips and thousands of dollars using our 100% automatic Forex signals. The same signals that with the help of our members made last year's \$450 million of trading profit possible. For details visit: [www.1553.myad.info](http://www.1553.myad.info)

## Home Business Finding Service

Are you tired of trying to find a genuine home based business opportunity? There are thousands of home business opportunities to choose from, so where do you start? We will help you find your ideal home based business free. Our aim is to help individuals find the ideal work from home opportunity based on interests, skills, projected income and lifestyle. Find out more by requesting FREE information at [www.businessfinder.myad.info](http://www.businessfinder.myad.info)

**See 100's of previous classifieds at the [byob.com.au](http://byob.com.au) website directory.**

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For details on the latest issue of **Australian Business & Money Making Opportunities** magazine visit: <http://www.workfromhomemagazine.com.au>

# Work From Home marketplace

**Legit Online Jobs - Real Online Jobs and Work At Home Opportunities**

[www.onlinejobs.myad.info](http://www.onlinejobs.myad.info)

**Starting An Import Export Business**

[www.1941.myad.info](http://www.1941.myad.info)

**Earn Income Entering Simple Data**

[www.dataentry.myad.info](http://www.dataentry.myad.info)

**Real Writing Jobs - Earn Extra Money Writing!**

[www.writingjobs.myad.info](http://www.writingjobs.myad.info)

**Work From Home Today! Ready to Work from Home?**

[www.profitarticle.myad.info](http://www.profitarticle.myad.info)

**Stay at HOME, and GET PAID for your opinion!!!**

[www.paidsurveys.myad.info](http://www.paidsurveys.myad.info)

**Here's how you can Earn \$4596.88 in a single day!**

[www.15000.myad.info](http://www.15000.myad.info)

**Turn What You Already Know About Your Work, Hobby, Or Personal Interests Into Passive Income**

[www.money.myad.info](http://www.money.myad.info)

**Work At Home Typing**

[www.1556.myad.info](http://www.1556.myad.info)

**Get Paid for Surveys Online**

[www.extracash.myad.info](http://www.extracash.myad.info)

**Earn Income Entering Simple Data - Global-Data-Entry**

[www.1550.myad.info](http://www.1550.myad.info)

**8000 plus Wholesalers and Distributors to Buy From**

[www.1955.myad.info](http://www.1955.myad.info)

**Surveys Paid - Get Paid Taking Surveys At Home!**

[www.gosurvey.myad.info](http://www.gosurvey.myad.info)

**Soap Making for Profit**

[www.biz50.myad.info](http://www.biz50.myad.info)

**How to Make MASSIVE Amounts of Money In Record Time With Your Own eBook**

[www.1615.myad.info](http://www.1615.myad.info)

**Auto Cash Machine**

[www.fast.myad.info](http://www.fast.myad.info)

**Motorcycle Cash Now Course**

[www.1937.myad.info](http://www.1937.myad.info)

**Mal Emery - Fast Start Millionaire Starters Pack**

[www.7reasons.myad.info](http://www.7reasons.myad.info)

**How To Start Your Own Perfume Oil Business**

[www.1843.myad.info](http://www.1843.myad.info)

**Work from Home Jobs**

[www.1561.myad.info](http://www.1561.myad.info)

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