

WEBINAR COPY AND POWER POINT OUTLINE

(PERSON A) "Finally... A Proven Plan to Improve Your Finances and Never Worry About Money Again!"

Slide: Pictures of PERSON A and PERSON B

I want to take a moment to welcome you to the call. Hi, this is PERSON A ...

(PERSON B)

And this is PERSON B ... with a question for you ...

I'm curious to know what made you decide to invest the time to be on this call ...

Let me see if I can figure it out ...

Slide: Picture of Empty Wallet

- Traditional business looks a little bleak these days.
- Some jobs are coming back, but not fast enough and not good enough, so lots of people are still left out in the cold.
- Too many people are still on unemployment, after over two years. And
- The government's spending money like it's going out of style and that puts things like Social Security and Medicare – our long-term safety net – on a slippery slope. That just adds to our worry level.

We all know there's a financial epidemic out there. While we don't have the cure for the whole country, we do have a cure for you. But before we talk about it, let's look at how that affects us on the personal level ...

- Maybe you toss and turn, or wake up in a cold sweat, worrying how to stay ahead of the bills.
- Or your credit cards are maxed out and you struggle to pay the minimums each month.
- And maybe you worry that just one little emergency ... a blown car engine or a child's broken arm ... will nudge you over the edge.
- Maybe you've lost control of your expenses. More than likely, you're burned out just thinking about it all.
- And what about retirement, do you worry about it and figure you're going to have to work for the rest of your life?

Well, if any of these things resonate with you ... chances are you're thoughts are almost always on bills, retirement, and most important ... on the loss of your dreams. Those dreams about that new car... your dream vacation ... sending your kids to college ... or owning a brand new home.

Your finances and your life are spinning out of control. You're scared about your future and worried about being able to take care of your loved ones.

Well, when the only thing getting thin is your wallet... We Can Help!

Here's what we know: we know we have a proven pathway: how you can earn more money, pay off your debts, put away more for your future, and finally breathe a sigh of relief.

And that can be done by owning your own business ... which is probably the smartest thing you can do in this day and age. And here's why:

The Federal Reserve puts out a study every three years called the Survey of Consumer Finances.

In 2009, it showed that the average family net worth of someone **working for someone else was \$350,100**. And for **someone self employed, it was \$1,961,300!** Almost two million dollars. **5.6 times as much!**

Regardless of how the recent economic turmoil might have affected those statistics, the numbers are so large it doesn't matter. The difference is huge. And with all the lost jobs ... nothing says the self-employed haven't made out even better!

Slide: Picture of Attractive Lady on a Computer

(PERSON A)

I have a personal example of what's possible with your own online business... on one of my ad campaigns, I started with a small budget of just \$20 a day, and was getting some really good results... so I started increasing my ad budget. Within a few months, I was spending \$400 a day on it ... and generating over \$60,000 a month in sales. My profit was \$48,000 a month and I literally spent only a few hours a week running it.

Understanding how to market effectively is the key to success in any business.

Our Big Responsibility is to help people in a big way. If we could help just a few people who in turn could help a few people ... then we are doing our part to be proactive in these trying financial times.

What we'd like to do today is just light a fire under you so you will realize the huge potential you have to make an extremely lucrative income online and put your money worries to rest once and for all.

I recently watched an episode on TV of *60 Minutes* where Andy Rooney was interviewing hundreds of people who were trying to find work. The entire time I was watching this I was thinking ... Why aren't these people just going online to make money?

The time they spent attending job fairs, working on their resumes and going to interviews... they could have easily spent learning how to make money with their computer and would already be getting results.

PERSON B, you've been an entrepreneur all your life. Why don't you tell us why you made that choice ...

Slide: The Power of Owning Your Own Business

(PERSON B)

Happy to, PERSON A.

As I mentioned earlier, the ability to accumulate net worth lies in self-employment. And net worth is what we're all ultimately interested in, since *financial independence* is everybody's goal. How much can we set aside ... so that one day we can wake up ... knowing that we can afford the lifestyle we choose ... for the rest of our lives.

Now, working online makes a business startup even easier ... since it removes the great majority of the typical start-up costs you'd have in an offline business. I know you're all aware of that. If done correctly, you have no office costs, no inventory, no employees, and so forth.

So other than educational costs in the beginning, and some marketing costs after that (and taxes, of course), a large proportion of what you earn ... you get to keep.

But there are other advantages too.

The "fabric" of our lives is made up of more than just work. It includes family, faith, and fitness ... in addition to finances, or work. What we call The Four F's. So when finances are down, the family might suffer and your health might suffer. They're all interrelated!

Yet, when you get the finances part humming, especially with an online business, you have all sorts of flexibility to enjoy your family that you wouldn't have if you worked for someone else. And you can afford so many meaningful activities. Not just what you can buy, but all the experiences you can share.

You can be a greater contributor to your faith, whatever it may be, and be able to make a difference in the lives of people in your community. And your fitness gets a boost because you can work your workouts into your more flexible schedule. Best of all, you're under far less stress.

Can you see how having your own successful online business can affect all aspects of your life? I know it does mine.

Now, one of the few costs I did talk about was marketing costs for an online business. PERSON A, tell us a little more about those...

Slide: Marketing is One Key to Your Success

(PERSON A)

When I first decided to generate an income online back in 2000, I didn't have a clue what I was doing. In fact, when I told my family that I was going to make money online, they all laughed hysterically ... because back then my biggest challenge was learning how to use the mouse!;-)

I was really pathetic ... My 13-year-old daughter had to show me how to use email and open attachments. I was really frustrated because every little new thing was so challenging for me.

However, I did have something going for me ... I was determined to make this work ... no matter what! I was persistent and consistent and continued learning and strengthening my skills. I purchased everything I could get my hands on about making money online. Back then, there were not many information products available on how to market online like we have today.

I was getting desperate and running out of money, and I would have paid anything to have someone show me how to do this stuff! I kept plugging away, determined to succeed.

After a few years, my perseverance finally paid off! I can remember as if it were yesterday when I sat down and typed an email to my tiny list of about 400 people telling them about a little program I discovered that was an easy and inexpensive way to make money online. To my surprise and delight, 50 people ordered the information! At a profit of \$20 each.... **I finally made my first \$1,000 online in one day ... all at the press of a button.**

Then my mind started racing ... what if I had 4,000 people on my list? I would have made \$10,000! That was only the beginning of my online success and understanding the importance of growing a list of prospects. Today my list has grown to over 45,000 and I continue to enjoy 5- and 6-figure monthly paydays.

I've tested and developed marketing systems and strategies that I continue to use to market not only my own products, but other people's products and programs as well. I don't think of my online business as "work" because I absolutely love what I do.

You don't have to figure out how all the pieces of the Internet fit together because, by working with us, we'll help you shorten your learning curve so you can start making money quickly.

Slide: Mindset is the Other Key to Your Success

(PERSON B)

And keeping the learning curve short is so important, because as soon as someone sees results, motivation is so much easier to find! But what I've learned ... is that the greatest stumbling block to success for so many people ... is their mindset: what they want, how much they want it, and how they act.

And "action" is the key. Whether it's online or offline, we have so many ideas of things we could do. But the people who succeed are those who take those ideas and run with them. They act. They don't buy programs and leave them in the box. They don't give up the moment they're not sure how to do something. Their desire ... their personal drive ... moves them forward. As long as they have all the pieces. I'll ask PERSON A to talk about that in a minute ...

I've also discovered that how we look at money is important. I come from a family of entrepreneurs, so it was natural for me to be one as well. And we knew that, if we fell down, we just got back up and kept going.

But in 2001, I really "fell down" and this time realized things were different. I was at the peak of my marketing career ... consulting to all sorts of companies ... when the economic slowdown after 9/11 threw my business into a tailspin.

Why wasn't I taking care of my own business as well as I was of my clients' businesses? How could that happen? After all, I knew better!

Well, after ten years of researching and teaching, I understand exactly how much our "money mindset" can get in the way of our success.

Especially when it comes to marketing online, where I run a thriving information marketing business.

So PERSON A has asked me to add those little tweaks to everything she knows about marketing successfully online. And of everyone I've met in this industry, she has the most streamlined, straight-to-the-point marketing methods I've seen. And they work! She knows exactly which pieces you need, and which you don't. Tell us more about that, PERSON A ...

Slide: Picture of Puzzle Pieces

(PERSON A)

In the beginning, running an online business is like a puzzle. You must learn how these pieces fit together to get results. Many people struggle for years without taking the time to learn just a few simple online marketing strategies.

Once you learn these, the world is your oyster. You can then market any product or service online. You can literally write your own paycheck.

There is so much confusing information about how to run an online business that it becomes overwhelming for the new person to get started.

In fact, I heard about a survey two guys did of 300,000 people who were actively trying to build businesses online. It turns out that the greatest stumbling block was "overwhelm." They never knew when to stop buying "shiny objects" and listening to experts on tele-calls, always looking for the magical bullet, or the missing piece to their business.

What we teach is how to go from Point A – which is where you are right now – to Point B – which is having your own successful online business.

It's comparable to a mini franchise ... at a tiny fraction of the price. We give you everything you need, all the knowledge you need to run your business successfully.

You will have a business up and running your very first week.

Then we teach the most important component of any business – How to Market.

I've already talked about how I made \$1,000 in one day, all at the press of a button ... And these days, it's not uncommon for me to make as much as \$30,000 on one campaign, with my phone and computer.

Slide: So Now It's Decision Time ...

(PERSON B)

So now it's decision time ...

Tell me, what is it really costing you to stay where you are? Do you know?

How much is it costing you to not be in total control of your money?

You have a choice. You can either stay where you are and continue to have money worries, wondering if you'll ever have a secure source of income ... or enough money to live on comfortably...

Or you can be proactive and make a decision to invest in yourself to change your financial future forever.

If you look at where you are today, and where you want to be, the difference is what I call "the Gap." And my question is: what do you intend to do about that gap?

You can put off your decision. But you can never make up for the time you lose by doing so. Or you can make a decision to change today and start moving towards closing that gap.

You came to this call because you were interested in making more money.

Doesn't it make sense to be in charge of your own financial future? To create a lifestyle that you truly want ... instead of having someone ... or something else continue to make those decisions for you?

(PERSON A)

This system can provide you with tens of thousands of dollars every month and provide you with the financial peace of mind you have been searching for.

Now this is where most marketers attempt to sell you something. But we're not going to do that here ...

This business system will either work for you or it won't ... *and the only way you can find out is for you to learn about it first hand.*

We're Willing To Walk You Through It – FOR FREE – As Long As You Realize It's NOT For Everybody.

Look – we know you get pitched all kinds of “one size fits all” marketing schemes on a near hourly basis these days.

This isn't one of them. This is a very specialized program and it will not work for everyone.

This project IS for:

- People who value helping others and being a real contributor in the world just as much as (or more than) they value making money.
- People who know they can be a successful business owner and are willing to work to make that happen.
- People who are willing to actually talk to other human beings (as opposed to only sending email or something.)

This project is NOT for:

- People who want to sell “get rich quick” or Biz Opp products.
- People who are perpetually in “information gathering mode.”
- People who don't want to sell information products.

And now for more brutal honesty: You actually have to work.

The discovery we've made has nothing to do with sitting on the couch watching TV while money falls from the ceiling... (If you ever see that actually happen, please let us know about it!;-). So if you're hoping for that type of “miracle,” then you might want to pass on this.

Here's How It Works

Like I said, it's free to learn about what we're up to and how it can be applied quickly.

So if you're curious, here's what to do:

First, you'll need to enter your REAL email address on the form on this page.

Then you'll be taken to the application page where you'll fill out a short survey. The reason for the survey is because we just want to make sure it's a good fit before we take up your time and ours explaining everything.

We are literally on a mission to help improve the financial future of as many people as we can, so take a few minutes and fill that out.

Anyway ... the application will come to our office and one of two things will happen.

Possibility number one: We'll decide this program is not a good match for you and we'll let you know politely.

Possibility number two: We'll decide we MIGHT be a good match for one another and then schedule a call to see if we really are.

If that happens, you'll get a VERY valuable overview and Strategy Session where you can see exactly how this business system works. Plus, you'll get a good idea of how it can literally change your life.

That's all free.

So if you are interested in learning how you can start making \$5,000, \$10,000 or even \$50,000 a month, go ahead and fill out the form to request a Strategy Session now.

Slide: What are you SPENDING EACH WEEK to remain where you ARE?

(PERSON B)

So **what are you SPENDING EACH WEEK to remain where you ARE?)**

Because if you know where you should be ... and it's pretty easy to see where you are now ... the difference between the two is what you are literally spending to remain right where you are. It's that gap. It's the cost of inaction.

Our goal is to help you get all of that behind you in a very short period of time. Register on the form on this page now for your Free Strategy Session so we can help you.

As we said, one of the major things ... that holds people back from making money ... is that they're overwhelmed with so many moving parts ... and so much information to weed through ... about getting a business up and running.

The nice part about working with us is that you'll have all the basic parts set up for you ... even before we actually get started with the program. There aren't a lot of moving parts to this ... once it's all set up. Remember ... we keep the whole system simple ... and only give you the important components you need to start getting results quickly.

We're very serious about helping you get the results you want, so don't be afraid to ask us any questions you want during the Strategy Session. PERSON A and I actually conduct these strategy sessions ourselves ... along with a few handpicked assistants.

So if you are tired of where you are and really ready to make a change ... Let Us Help You. Go ahead and fill out the form and request your Strategy Session now.

You know, there is no shortage of money ... even if it's tight, you can always make more money ...but there is a shortage of time. Every day you let slide by without making a change is lost forever... you'll never get that day back again.

So why wait? If you're serious about moving forward ... then let's go. Let's do it!

If we can do this ... so can you.... anyone can. And if not now... then when?

How bad do things have to get before you make a change? Are you willing to continue the cycle of not being where you want to be? Of course not. If whatever you're doing hasn't worked by now ... it's not going to. You need to make a change.

Break the pattern. We're not saying that to sell you anything ... because we're not selling anything from this webinar. Let us help you with a free Strategy Session ... but only do so if you're really determined. Only do this if you want to make a change ... and you're willing to do whatever it takes to make that happen.

Do you have anything else, PERSON A?

Slide: Will This Work For Me?

(PERSON A)

A question we often get is: Will this work for me? Honestly... we don't know!

We have proof that it does work ... but we don't know your work ethic and whether or not you will apply what you learn. We can only go so far giving you the support and teaching the strategies that have made fortunes for many ... but they will only work if you take action.

Go ahead and fill out the form and take the survey. Give us as much information as you can so we have a good understanding of where you are now.

If we discover that this program is a match for what you have been looking for, then we can move forward together. If it's not a fit, then at least you spent the time seriously searching for a solution to your problem, and will have a few new pieces to help figure it out.

Thanks for spending the time with us here today.

Just so you know ... since it's just the two of us plus a handful of assistants ... we are limited in the number of Strategy Sessions we can handle each week. We're not giving you a website to go to later ... so, if you're interested, you need to fill out the form now.

We'll review the applications on a first-come, first-served basis. We can only take about 20 people this week.

So fill out the survey, because that will help us prepare for your session so we don't waste any time on the phone. This will also let us know where you are right now, so that we have a better idea of how we can help you.

Don't leave without filling out the form.

That's it for now... We look forward to speaking with you soon!
