

Home Business Broke

Why Most Online Business Opportunities will Never Make You Wealthy ... and What to Do About It

If you've ever tried to make money online, you know how challenging it can be. Making a living online is more challenging still.

And becoming wealthy online?

Well, that's the dream, isn't it? The work-in-pajamas dream. The work-when-you-want dream. The work-IF-you-want dream.

And it's the dream that will escape most people because they're missing one or more key concepts in how they're trying to make money online.

So whether you're just trying a business online for the first time, or you've been online for a while selling products or services, or working as an affiliate or network marketer ... this short book will steer you in the right direction with the keys you need to look for in any opportunity, or those you need to build into what you're already doing.

Plus, I'll share one opportunity that brings these keys together. It doesn't require much of your time, and if it looks like a good fit for you, I'll show you how to personalize this PDF for free (with your own referral link), so you can use it to succeed in this opportunity and work toward real wealth.

Key #1: Leverage

Our first key is leverage. This comes from the word lever, as a lever can help you to lift a weight that, on your own, you could not lift.

In business, we mean using any sort of resource – people, money, tools, or technology – to expand what you can do, and in a way that earns you more than the resource costs you.

This is of course the whole idea of employees, who should make your business more money than they cost. Same with using computers to speed up and even automate many things. Same with borrowed money that grows your business beyond the repayments. And so on.

In fact, leverage is baked into everything we do. You call a friend to ask a question rather than walking to his home to ask him the same question, using technology to save you time. There are countless examples in everyday living.

In a similar way, we look for efficiencies in business to accelerate our process of making money. If you're using a phone, you're using leverage. If you're using a computer, you're using leverage. So it's not a question of whether you're doing this. But it IS a question of how many levers you're using at once, and of how efficient each lever is.

Archimedes once said, "Give me a lever long enough and a fulcrum on which to place it, and I shall move the world." I.e., with enough leverage, you can lift any weight. You don't just need leverage; you need as much as you can get.

In the case of employees, we have to consider the balance of salary, skill, work ethic (work output), and even culture (how does someone affect others in the business?) to determine how much leverage we're getting from them.

In the case of computers, cost vs. work done, including its ability to run specific software, how quickly, etc.

When we're trying to make money online, we need to consider the efficiency of our lead sources, quality of landing pages (do they convert visitors into leads or leads into sales?), etc. to determine leverage.

And a huge impact on all this is the underlying business itself: how much value does it offer people, and how many people are in its market? This drives how many people are available to be attracted by ads or to find out about the business through search engines, and how willing they are (based on its value to them) to convert into leads and sales.

A beauty about digital businesses is that you can give away samples (e.g., a 2-week trial) or limited versions (e.g., freemium software), helping to more efficiently convert visitors into leads, getting them to experience your value and more likely become customers. (Even if they are free customers, to become "ad revenue" for the business.) "Free" is an important means of leverage.

Affiliate marketers often look at statistics on average revenue per lead when deciding what programs to promote. This helps to understand leverage. If a lead for this program is worth \$2 on average, and this one is worth \$5 on average, I have my first idea of value. But until I know how much those leads will cost me, I don't know which offers more leverage. If I can earn \$2 for \$1 of cost in leads, this is more leverage than earning \$5 for \$4 of cost in leads. If I spend \$4 in the first case, I'll earn \$8, not \$5.

But I also want to know how I can scale that leverage. How large is the available market? When I know about volume (opportunity), cost (per lead), and return (earnings per lead), I have an excellent sense of how valuable a business is to me.

I encourage you to think of all this when considering any opportunity to make money online.

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Key #2: Passive Income

Our second key is passive income, which is an extension of leverage. It isn't initially passive. It takes work (time or money) to get it going. But the idea is that you put something into place that starts generating money repeatedly for you, whether you're working or not.

This relies on a system of people or technology to work on your behalf, which is why it's an extension of leverage.

Affiliate marketing offers an example of passive income. If you built a website on the topic of weight loss, and from within its content you used affiliate links to point people to related products on Amazon, it would take you time to build this site and to generate traffic to it. But once set up, the goal would be to have a lot of people visiting the site day and night, without your involvement. As they click your links to Amazon and buy products, you earn a commission without doing a thing.

Once you got it going, the above site might earn passively for a while. But if you stopped building content for it (or stopped paying attention to how the search engines work, etc.), traffic might dwindle and eventually you'd be earning nothing. So in reality, you're earning passively, and can take time away and still earn, but it's likely going to need regular attention either from you or from someone working on your behalf.

Another example is selling any sort of digital product online, like an ebook. Once the book is written and you have a way to sell it, people can buy it and it's automatically delivered to them. Same with physical products if you have a dropshipping solution in place, so there's no need to produce, stock, or ship the products yourself. You just need to generate the traffic – by paying for ads or developing a robust search engine presence (including video sites like YouTube) or social presence, etc. Again, something you have to put time or money into (if you want someone else handling the work).

In network marketing, there's another form of passive income. In addition to the possibility of setting things up for passive traffic and new income, customers (and your team members) are associated with you for as long as you're an active member of the business. So any purchases they make over time, you continue to earn from. Some affiliate programs also lock customers to you for a period of time, or even for life, but these are rare. So if you're promoting products or services that are valuable enough that people will continue buying them, having people connected to you like this is a great way to generate recurring income, which is passive as long as you don't have to keep providing support to them.

As one more example, if you're providing freelance services, or you're selling products that you have to make or at least ship, you are by definition limited by what you can personally fulfill ... unless you leverage employees or contractors. Then they can fulfill these services for you. If you build this sort of business correctly, it could generate passive income as long as you have someone you really trust to run the business. If you can head off on vacation and keep earning money from the business, you're earning passive income.

Building passive income around employees or contractors may take longer or be more difficult than doing so with technology, but we should keep in mind that there are many ways we can achieve leverage and generate money passively.

Key #3: Open Networks

Many people are familiar with the ideas of leverage and passive income. But affiliate marketers and network marketers may be unfamiliar with our next key: an open network.

In both affiliate and network marketing, you build your own network of customers. (In network marketing and some affiliate programs, this includes team members as well.) You earn from the purchases made within this network, but not from purchases made outside of it. Therefore, you're earning from a closed network – only from the network you developed.

To understand an open network, imagine all members building their own teams or networks as described above. But also imagine that the company was busy getting its products into retail settings like Target and Walmart. Imagine the company bringing those profits into the company and making them part of the money that the affiliates / distributors can earn.

That would be an open network, because affiliates / distributors are earning from more than just their own closed networks. It expands the leverage of what can be accomplished through the grand scale of existing retail channels and even the perceived legitimacy of seeing products on store shelves. And because of this, makes sales even to your own network a little easier (because trust in the brand grows).

It is very rare for affiliate or network marketers to benefit from anything beyond their own efforts. It is a special sort of situation that can even have affiliates and distributors cheering on the successes of the company and even other teams if you can benefit from large scale opportunities generated by a company you're promoting, and fantastic if you can find one.

There is another way to benefit from the advantages of the company itself. More on that below.

Key #4: Opportunity

Another key to consider is opportunity. Most of us have limited resources for developing our own businesses that present something truly unique to the marketplace. And even businesses that have resources are often creating some sort of me-too product.

There are few true breakthroughs in the world. Things that really shake up how we do things. If you'd been able to profit from AOL when it introduced much of the world to the internet, or Google when it introduced many of us to search, or Apple when it introduced the iPod ... these are the types of things that are truly revolutionary. They represent opportunity well beyond what could have turned into a business on your own, and well beyond what most other companies could have offered you.

This isn't to say there aren't a lot of million-dollar possibilities. Or products and services that really make a difference.

But if you're looking for the ultimate in leverage, it's one of those "dreams come true" to get in on the ground floor of the revolutions.

And of course today's revolution is AI, or artificial intelligence. The world is talking about it for good reason. It will rapidly replace any type of robotic work that humans do, forcing us to do things that are more and more uniquely human. Which might feel painful for some along the way, but ultimately could drive a boon of creativity.

Of course as I bring all these keys together at the end of this book, I will indeed share an opportunity making extraordinary use of AI, and beyond what anyone else is doing in its space.

Key #5: Equity

The final key to consider is equity. This means ownership in a company. If you start your own business, you have equity in it, and you essentially have an “open network” in the sense that you can sell to the world. But you may struggle with leverage, passive income, or the opportunity to really take the world by storm.

In network marketing, you do enjoy the leverage possibilities of a team, and if they really get to work on your behalf, the team could generate passive income for you as well. In fact, if your own customers continue purchasing products, this is also passive income – something that isn't common in affiliate marketing. But in network marketing, you generally do *not* benefit from an open network. And while a network marketing company could be well enough funded to bring something extraordinary to market, I might say I've never seen this happen. Good products? Yes, sometimes for sure. Products the world will naturally talk about, making everyone want to get involved? I haven't seen that.

Affiliate marketing usually involves just you selling a product, rather than including an entire team under you. In some instances, you will have one additional layer of partners selling under you, providing you with some additional leverage. But if it goes beyond that, it's generally recognized as network marketing.

So in affiliate marketing, you usually don't have the leverage of a team or the passive income they could generate for you through their sales. And usually (not always) in affiliate marketing, you're paid one time for making a sale. You're not paid recurring revenue on the purchases of that customer. So passive income relies on your own ability to generate passive traffic to your affiliate links, and hoping those convert people into sales. You usually do not benefit from other efforts of the company, besides the fact that their branding may help you to more easily convert traffic into sales. In other words, no “open network” here. But because any company could have an

affiliate program, and any company COULD be the big one in terms of releasing something that will change the world, you may be able to find an opportunity in affiliate marketing unlike what you could do with your own business or find in network marketing.

But neither affiliate or network marketing tend to offer any equity opportunities, unless the company is publicly traded and you decide to buy stock in it. That is the usual way to get equity, unless you happen to be an employee and are able to earn or buy stock from that position.

And the thing with equity is this: *every* company has ownership, including those that will change the world. So with equity, you have an opportunity if you can spot those that will change some important part of society. And when you own a piece of the company, you immediately benefit from all its leverage (funding, employees, inventions, etc.), may get passive income (if they provide dividends, in addition to the value of the stock), and of course you benefit from an open network as they extend themselves into the world.

Meanwhile, you're doing nothing but sitting back and letting others do the work. Well ... you may still be working on the next thing. But where you have equity, any income from it is a passive endeavor.

The 5-Key Solution

Hopefully you can understand why all 5 of these keys play an important role in generating real wealth. They all involve things that extend your earnings *beyond* what you can trade your own hours for.

- Earning from the efforts of other people or technology.
- Earning outside your own working hours.
- Earning beyond your own network of customers or team members.
- Earning from opportunities you could not tap into on your own.
- Earning from all of these combined in the form of equity in the right companies.

Even if you could charge \$500/hour like some lawyers do, your earnings are capped by your hours until you start activating these keys. This is why they're so important. You can vet business opportunities by looking for how many of these keys they provide – or work to implement more of them into what you're already doing.

If you're open to an opportunity, I'm pleased to share with you one new business that – for a limited time – brings all these keys together. Here is a summary:

- **Leverage:** It is a 2-level affiliate program (not network marketing), giving you the leveraged effort of team members you have directly introduced to the program. Like any affiliate program, you can also leverage online content / traffic to build a team and/or customer base, as well as a FREE copy of this ebook with *your link* included, so you can use it to grow your team.

It also appeals to a global market and uses the power of “FREE” to build your customer base with freemium products. In short, it offers the most important forms of leverage to help you earn.

The initial product is a health app with exclusive AI technology in it that will revolutionize medical diagnosis, as a recording of your voice can be analyzed by AI to screen for various health conditions. At the time of this writing, they're able to detect respiratory viruses and expect to screen for other conditions in the coming months and years. The app has been downloaded over 100,000 times already, and likely many more as you're reading this.

You can give away FREE screenings through this app, which will carry discounted health products. And future apps will cover other popular interests like discounted travel and more.

Finally, you can leverage the company's own marketing efforts if you prefer to spend money over time, and to tap into their economies of scale. It should cost you far less working through them than on your own. *This is why you can put almost no time into this business and still do well.*

- **Passive Income:** even though this is an affiliate program, customers are connected to you for life. (This isn't unheard of, but it's uncommon in affiliate marketing.) Whether they purchase an app subscription, or just buy a one-time product through the app, or they are cross-sold into other company apps and make purchases there ... you are tracked across the ecosystem and paid for the referral. (And of course when customers do subscribe to anything, this creates recurring revenue for you as well.)

Much more than that, if you get fully invested in this program, you can earn from the ad revenue from their apps, as well as from large-scale corporate and government contracts, which are already in the works.

- **Open Network:** as you can see from the passive income opportunity, you can earn from company efforts well outside your own network of customers and team members. You can potentially benefit from whole

countries integrating AI screenings into their healthcare systems, which is far beyond your own network earnings.

- **Opportunity:** at the time of this writing, I cannot comment on additional apps the company will promote. But in their initial health app, they're introducing something that will transform medicine with AI health screening by voice. This was developed by a doctor from Carnegie Mellon University, and the technology was verified by research out of Yale University School of Medicine and MIT. So it represents something you couldn't have done on your own, and yet you can leverage what they've done for your own benefit.
- **Equity:** probably the biggest part of this story is that you can earn equity in this company at its startup valuation. This means that *you* can own part of everything it has and everything it accomplishes. You can earn \$10,000 or more in equity, and if the company grows beyond its initial valuation, your equity becomes worth even more. If they 10x their value, your \$10,000 becomes worth \$100,000. If they 100x their value ... well, you get the idea.

Of course we cannot predict the success and growth of the company, and therefore cannot make income claims. But this is a very rare instance where you can benefit from the key of EQUITY through an affiliate program.

This equity is not purchased, but is earned. Still ... since you're able to leverage their marketing efforts by investing in them ... it is possible to pay a modest amount to have most of your qualifications met.

How to Get Involved:

This program is known as Real Time Network, and you can:

- Become an affiliate for free (see the link below);
- Give away the health app (with free health screenings included) to build your customer base;
- Earn from customer activity;
- Earn 10 cents of equity for every free download you generate.

However, by investing between \$100 and \$700 in long-term access to the app, you ramp up how much equity you can earn, and it's not difficult to earn!

At the time of this writing, for instance:

- Invest \$700 for 7 years of access to the app;
- Refer 1 preferred affiliate (someone who upgrades their affiliate account by paying \$100 or more);
- Refer 25 free downloads (or buy these inexpensively through the shared marketing program);
- Earn \$5000 in equity!
- **Plus, only for those who upgraded their affiliate account with this \$700 investment,** you get to share in the bonuses generated by global ad revenue as well as corporate and government contracts.

So for just over \$700 total spent, and introducing just one other person to the program, you can earn \$5000 in equity and tap into passive income. Which means very little time required to achieve this!

Build a larger team and invest in more downloads (or get them through your own efforts) and you can earn another \$5000 in equity.

The company also rolls out additional opportunities for earning equity.

This is a LIMITED TIME opportunity, because there is a real limit to how much equity they can give away.

If you're interested, your next step is to sign up for FREE, then look into the details of the program within your account for official presentations on what is currently available.

Sign up today!

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