"What" Makes Money Grow On Trees

The Instruction Manual

A

CloakA

Coaching Guide to Success

By

Shane Russell

This book is the second book in the series
Money "Does" Grow on Trees… You Just Have to Believe

To get started with our coaching program or online business model, to Contact Us, & to see our Amazing Videos, Products, & Promotions visit us online at www.CloakA.com. Email us at customer.support@cloaka.com or cloakadotcom@gmail.com

Please visit www.CloakA.com for other books, more information about my coaching program, a successful business model, partnering and advertising opportunities, as well as YouTube video entertainment.

I am constantly improving and working to make this the best book series and coaching program available to help you make more money, build your business, and improve your life. I have spent countless hours developing this program and to continue to grow, **Donations are greatly appreciated**! Please click on the following link and then choose "Donate to Author" to submit through **PayPal**. I look forward to serving you and thank you very much for your support!
www.free-eBooks.net/eBook/Money-Does-Grow-On-Trees-You-Just-Have-To-Believe/pdf/view.

At CloakA.com you will also find the best deals the Internet has to offer on ***Cell Phones*** and ***Mobile Internet*** (Verizon, AT&T, T-Mobile, and Sprint), ***Satellite TV*** (Dish Network and DirecTV), ***Home Phone and High Speed Internet*** (through your local provider), ***Video Phone*** (see the person you're talking to), and ***Home Security*** (ADT Home Security).

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

Family & Friends: Mom, Dad, George, Elisabeth, Desirae, Eric, Mike, Joe, Katie, Lis, Jason, Matt, Kevin, and everyone else in the friend & family category.

Mentors: Robert Kiyosaki (www.richdad.com), Jeffrey Gitomer (www.gitomer.com), Donald Trump (www.trump.com), and many others.

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

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INTRODUCTION

This is the second book in the series "Money 'Does' Grow on Trees." In the first book I discussed "Why" I do the things I do. I gave you the foundation, the peaks, and the pitfalls to my success. My goal was to motivate and inspire you.

In this book I am going to share with you "What" you will need to do to become successful using the same techniques I use on a daily basis. There are many links and outside resources given to you throughout this book. Please spend the time learning as much as you can. Everything I teach here is extremely important to your financial freedom and future.

In addition to this book, I have written an extensive Coaching Program which will walk you step-by-step through each chapter and outside resource showing you "How" to make Money Grow on Trees.

When you are done reading this book and have completed my Coaching Program, you will be fully equipped and well on your way down the road to success. The most important task I ask of you is that you share my series of books, my coaching program, my website, and any other work I've done with anyone you know who may be interested in greatly enhancing his or her life.

The foundation of my success is built on helping other people. I love helping others and don't ever want to stop. My time on this planet is short and I want to make an imprint so that I'm remembered for generations to come.

In return, I will give you all the tools necessary to become successful! I will teach you everything I know. As I mentioned before, it's a simple step-by-step process and once you have mastered the techniques, there will be no stopping you. I am going to be your coach and your mentor. I am going to help you accomplish all the goals you have set out for yourself. And, I'm going to help you have the life you have always dreamed of.

There's only one thing you must remember and that is "**I can only show you the door; you have to walk through it."** I can't guarantee your success; only you can. Your success is up to you. You have to have the strength, desire, and will to be successful no matter what. This trait lies deep within you and no one can give it to you. I can only guarantee you one thing: that my techniques are proven methods of success and if you follow them properly, you will be successful.

MY COACHING PROGRAM

Although this eBook will teach you the basic principles of creating your own successful online business, I have developed a step-by-step coaching program to help you make it happen.

Whether you are an individual who just needs a little guidance, or someone who needs help with each step in the process, I have a coaching program available for you. I have developed a plan to fit everyone's needs and budget.

My coaching program will help you to think critically and outside the box, as well as to heighten your productivity and creativity skills. My program will also give you the extra nudge whenever you need it and encourage you to be the very best you can be! My program will hold you accountable each step of the way to ensure you have the best possible experience and success!

Please contact me with any questions or concerns. I look forward to coaching you to the top!

GET STARTED WITH MY COACHING PROOGRAM TODAY!

Join the **CloakA** Club:
BECOME AN INSIDER MEMBER

To Learn More, Visit:

CloakA.com
cloakadotcom@gmail.com

Your Source for Wireless, Entertainment, and
Business Coaching

STEP 1 – GETTING STARTED

1. LOOKING FOR AN AREA OF OPPORTUNITY

Whether you already own your own business or are looking for an area of opportunity, I will be able to help you. My goal is to help you become successful no matter which field you choose, but I highly recommend you work with me in the communications arena because the industry is always growing and the demand is greater now than ever before with the advent of the Internet, wireless phone, portable computer, satellite, and more.

Also, there is much more opportunity for me to be able to help you become successful in the Communications arena because I'm an expert in the field and very passionate about what I do. But, I don't want to discourage you from pursuing your dreams and the direction you want to go.

Being in the middle of the technology boom, I have seen many opportunities come and go. I have wished time and time again I had invested in Google™, Yahoo!®, MySpace™, or YouTube™ when they were still on the ground floor. If I would have known ten years ago what I know now, I'd be a very wealthy person. Life doesn't always work out the way you or I want it to but my vision for the future is very bright. I know I have created something unique and special.

For those of you who are unfamiliar with the **Communications Industry** in the United States:

> It is best understood as a rapidly changing industrial sector that is engaged in the production and distribution of content designed to inform and entertain. When characterized more generally as the "core copyright industries," this industry is estimated to have contributed more than $457 billion to the U.S. economy in 1999.
>
> - http://www.answers.com/topic/communications-industry

I presently see life through a set of eyes unlike ever before. When going through my day-to-day activities, I am always looking for areas of opportunity and ways to help others. The secret to my success has been to come up with a way for me to serve as many people as possible. It took a very long time to accomplish, but I know now I have found it.

All my friends and family know that I work in the communications industry and because everyone I know, as well as everyone I don't know, has a need for the products and services I provide, they all come to me for help, advice, and any other support with their cell phones, TV, Internet, computers, etc. I get many random calls from people who need my expert opinion and I'm always willing to do whatever I can to assist them. I have come to be known as "The Expert" in my field.

As I mentioned, the largest area of opportunity and an ever-growing demand is in the field of Communications. Everyone already has or will have a demand for one or more of the following products: **Cell Phone, Home Phone, High-Speed Internet, Computer, Satellite TV, and/or Home Security**.

A few of the greatest benefits to this business are that there is no overhead, very little start-up cost, and little-to-no risks involved. Customers purchase products and services through me but will be serviced solely by the respecting company offering the product and/or service (i.e., Verizon, T-Mobile, AT&T, Sprint, etc.). In essence, a company pays me for referring business not just at the time of sell, but every month the customer remains a customer.

Although I try to help every customer to the fullest, I'm also relieved of dealing with products, warranty issues, billing questions/concerns, or any other customer service related tasks. If someone needs help outside the scope of my duties, I refer them to customer care. The benefit here is that I never have to stop growing my business and divert my attention elsewhere. I will explain this in more depth throughout the coaching program.

In the past I've offered products and services people didn't already have a need for such as health products and juices. This caused a large amount of failure and doubt. I felt as though I wasn't good enough at building value in the products. But, now I offer them what they already have a Need *and* Want for: **communication** and **information**. My only job is to get myself and/or name in front of as many people as possible at the very moment the need and want for my services is present.

This is where you come in. You know people I will never know without you. You already have a relationship with these people. They trust you. Your friends know people you will never know. Their friends know people they

will never know. The list keeps going and going. When we join forces, the power cannot be reckoned with.

When you, or your business partners, acquire business, whether it is through referrals or pre-existing relationships, we all win! This process gives me extra motivation to help you become successful. Essentially, the more successful you are, the more successful I am, and so on.

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I am an Entrepreneur and a Mentor – As I mentioned before, I enjoy teaching, helping, building, entertaining, and partnering with others to create a better life for them as well as myself and my family, which is why I'm going to share with you the best opportunity available today.

I work as an Independent Business owner under a parent corporation named **ACN**. ACN was founded in 1993 by four entrepreneurs: Greg Provfenzano, Robert Stevanovski, Mike Cupisz and Tony Cupisz, and has grown into the world's largest direct selling telecommunications company. ACN now operates in 20 countries spanning North America, Europe, Australia and New Zealand.

ACN products include cutting-edge services like Digital Phone Service with Video Phone which operates on ACN's state-of-the-art network, as well as essential services like **Local and Long Distance**, **Internet services**, **Wireless**, **Satellite TV** with **DIRECTV** and **DISH Network**, and **Home Security with ADT**.

ACN provides value and choice to consumers while also providing Independent Representatives with an opportunity to form their own home-based businesses. Whatever your dream might be, whether it's more time with family, more financial security, or simply more fun, ACN can help you achieve it. With my coaching program, some guidance, and a desire to be the best, you can be just as successful, if not more, as I am. (www.acninc.com/acn/us/join.html)

My Freedom – My favorite leisure activity to do is travel. The best part of my business is that I can run it from anywhere in the world, and you will be able to also. All you will need is a cell phone, a laptop, and an Internet connection; all of which I am able to offer you so make sure to visit my website at www.CloakA.com for more information.

Although I am highly recommending my business opportunity to you because I know there is a huge opportunity for you, I feel very passionate about it, and am an expert in the field, there are endless opportunities available for you to make money. In this book I will be focusing my efforts towards communications, but I will show you how to harness the power of making money online in any field. My main goal is to help you become successful whether partnering with me or not, and I am going to make that happen in whichever way you feel most confident and comfortable. As I previously mentioned, my success is determined by your success. It's a win-win for everyone involved.

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2. YOUR BUSINESS VENTURE

Once you have found the business opportunity you can be passionate about and devote all your free time to, you will need to come up with a plan. I will be providing you with insight, direction, and resources to make that happen for you.

Starting from scratch can be very difficult and time consuming because there is no proven system already at work. You may want to consider purchasing a franchise with the systems already in place, but if you're the daring type, the following is what you need.

SWOT Analysis: Your number one priority will be to create a **SWOT** (Strengths, Weaknesses, Opportunity, and Threats) Analysis. This information is crucial to ensuring that you are making the wisest business decision possible. Basically, you need to know that you will be able to make money in your chosen field not only now, but for years to come.

- ***Strengths***: The areas you have a competitive advantage.
- ***Weaknesses***: The areas you need most improvement and/or support.
- ***Opportunity***: The areas you will be most able to make money.
- ***Threats***: The areas competitors can steal business from you.

  - en.wikipedia.org/wiki/SWOT_analysis
  - www.quickmba.com/strategy/swot/

Business Plan: Your second priority will be to come up with a business plan. This is a very important level of planning. It was once said that "people don't plan to fail, they just fail to plan."

While writing your business plan, you will have to lay out everything you intend to do with your business, including the SWOT analysis previously mentioned. This plan will not only be your roadmap to success, but will also be used to show to potential future investors and/or business partners. There's only two items an investor cares about: the bottom line (how he will make money from investing in your business) and how long it will take him to make his money back. Without a well thought out plan, he will never take a look at what you or your business has to offer.

EIGHT KEY POINTS TO WRITING A BUSINESS PLAN

1) Strategic Planning
2) Essential Elements of a Good Business Plan for Growing Companies
3) Writing the Business Plan
4) Business Plan Workshop
5) Using the Business Plan
6) Finding a Niche
   - Discussed later in the book
7) Business Plan FAQs
8) A Business Plan: The Roadmap to Success
   - www.sba.gov/smallbusinessplanner/plan/writeabusinessplan/index.html

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Coming Up With A Business Name: This is the third step in the process. You must come up with a very good business name because a business name can make or break your company. It all goes back to the saying, "You can't judge a book by its cover." Although that may be true, it is human nature to judge by appearance. If your business name doesn't stand out from the rest of the crowd, and is not memorable, you will quickly be forgotten!

1) ***Make your business name catchy and unique*** - People enjoy saying catchy names and phrases. (i.e., Hulu™, Ebay™, Facebook®, Google™, Yahoo!®) None of these names have anything to do with the business but are extremely memorable and unique.

2) ***Keep it short and simple*** - A long, difficult name to say is oftentimes easy to forget and/or may be changed by people, which you don't want. (i.e., "Tammy's Hair and Nail Salon" might be changed to "Tammy's Place" or "Tammy's.") With thousands of names and businesses in the United States, it would be difficult to tell whether someone is talking about Tammy as a friend, Tammy's house, Tammy's store, etc or Tammy's Hair and Nail Salon. No one will be able to tell what Tammy does without explicitly saying that Tammy cuts hair and does nails.

3) ***Research unique words and business names online*** - Search engines are a great place to start. In the search box you can type in key phrases such as "unique words" or "unique names" and you will instantly have thousands of sites at your fingertips to help you come up with a catchy and unique business name.

4) ***Combine words together and/or abbreviate*** - There are many businesses which have combined the meaning of two separate words or used abbreviations as a way to make them memorable and unique. (i.e., "FUBU" – For Us By Us; "Verizon" – a combination of the Latin word *Veritas (truthfulness)*, and the English word Horizon (apparent junction of earth and sky). These two words were put together to label the company as 'reliable and visionary.')

- wiki.name.com/en/Verizon

5) ***Have some meaning behind the name*** - Just like the name Verizon, you may want to create a memorable name with meaning behind it. This tends to build instant trust between your business and the clientele. I chose the word CloakA because I wanted to be known as the man with the Cloak. Almost like a super hero. No one knows my true identity, yet they all look at me for guidance and support. It's pretty random, I know, but that's how I think.

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3. THE BARE ESSENTIALS

To get your business started you will need a list of specific items. There are some you may need more than others, which is why I will be telling you what is pertinent and what you will need at a later time to continue to grow your business.

Cell Phone – In today's fast paced world and many consumer options, clients or potential clients want to get in touch with you at the drop of a dime. If you receive a phone call from a number you're unfamiliar with, make sure to answer the phone, even if it's just to tell the person you will call them right back. In general, people feel good when speaking with a person rather than an automated machine because it makes them feel important. If you choose not to answer the phone, it could cost you a lot of money over time and may even cost you your business. Most people won't leave messages and will end up shopping elsewhere.

- Please contact me at cloakadotcom@gmail.com. I can serve and supply you with cell phones and/or any other wireless products and accessories from **Verizon Wireless, AT&T, Sprint, or T-Mobile**
  - www.cloaka.com/WirelessProducts.html

Laptop and Mobile Broadband Internet – Having the world at your fingertips is another necessity to creating a successful online business. Once your website is up and running, and the flow of traffic increases, you will begin to get phone calls and/or emails from potential advertisers, investors, partners, and clients. It will be imperative that you have instant access to your email, the Internet, your online store, customer documents, and any other business-related files.

- Customers will ask you questions or voice their concerns about your products or services and will greatly appreciate having the response from you immediately. This will highly increase your level of customer service, customer loyalty, and customer appreciation. This is all more money in your pocket!

- If, for the time being, you only have a desktop computer at home, don't be frightened. You will still be able to grow your business, but make it

a priority to get a laptop as soon as possible. They are very inexpensive and I have great deals on them.

- If you already own a laptop, I can get you a mobile broadband card for FREE (in most cases).
    - Please contact me at cloakadotcom@gmail.com. I can serve and supply you with laptop computers and/or any other mobile broadband products and accessories from **Verizon Wireless, AT&T, Sprint, or T-Mobile**
        - www.cloaka.com/WirelessProducts.html

Business Cards – This is the best tangible marketing tool there is. Your business card is an extension of you. This is the item that people will look at most when you aren't around and will, or will not, remember you by. It's highly recommended that you invest a little extra money into getting the highest quality business cards available. Do your very best to be creative, unique, and to make your business card stand out from the rest.

- According to an Internet guru named Ivan, "*You want a new business card, don't you? Of course. This is the most important element of your visual identity. It's the first thing people see when they meet you.*"
    - creativebits.org/cool_business_card_designs

- Since you may not be able to afford fancy business cards when you are first starting out, there are some other options for getting **FREE** business cards through www.vistaprint.com. You will only have to pay for shipping. The only requirement they have is that you have their business name printed in small print on the back of the card. No big deal.

WHAT TO INCLUDE ON BUSINESS CARDS

• **Business Name and Logo**	**CloakA Wireless, Entertainment, & Coaching**
• **First and Last Name**	**Shane Russell**
• **Position / Title**	**President**
• **Cell Phone Number**	**801-520-6852**
• **Office #/ 800 # (If possible)**	**800-XXX-XXXX**
• **Fax Number (If applicable)**	**801-XXX-XXXX**
• **Website URL**	**www.CloakA.com**
• **Email address**	**cloakadotcom@gmail.com**
• **Physical Address (If possible)**	**12205 N. Perry St Broomfield, CO 80020**

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Virtual Assistants - Alterna Office – When getting started with your business, you most likely aren't going to have the funds and/or resources available to hire a staff of employees but your clients don't have to know that. The important thing for you to remember is that you must always appear very professional, successful, and larger than life to your clients and/or potential clients. The very best, and most cost effective, way to do this is to hire a professional virtual assistant company to do all the work for you. You will get all the benefits of having an assistant at a fraction of the cost. One of the best companies I have found so far is **Alterna Office**.

What does Alterna Office offer?

Alterna Office is a solid organization whose core principles reside in offering administrative solutions for your business at competitive prices. The structure of the company has been customized to fit the needs of today's professional, offering administrative solutions for you or your business.

Their staff of **Virtual Assistants** has been trained to assist you in a variety of tasks that take up your valuable time. Using their efficient - easy to use -

Online Task Manager you will be able to delegate almost any type of task to their team.

Live Receptionist

- In-bound calls / Message taking
- Toll Free Numbers
- Call Forwarding
- Conference Calls
- Voicemail Boxes

Secretarial

- PowerPoint Presentations
- Word Documents
- Excel Spreadsheets
- Internet Research

Concierge

- Travel Planning
- Event Coordinating
- Personal Services
    - www.alternaoffice.com/index.php?option=com_frontpage&Itemid=144

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STEP 2 – CREATING A WEBSITE

In the mid-1990's, you would have had to know HTML (the coding language used to write web pages) to create a website. But, with today's technology, anyone can create a website with a little creativity and a computer simply by dragging and dropping pictures, writing content, and organizing the format. This can all be done through pre-made templates and a website hosting service such as GoDaddy™, Yahoo!®, or Google™.

Whether you are a beginner or an advanced web designer, there is a website design program available. For beginners, I highly recommend using GoDaddy™. They have a very user-friendly website design program with templates for any industry. You can also hire them to create and manage a professional website, design a logo, market your business in search engines, and many other services.

Some of the other services they provide are: Blogging, Instant Messaging, Picture Sharing, a "Contact Us" page, a "Testimonial" page, email, and many more. Your visitors will have many ways to voice opinions and interact with you.

I would recommend having a professional create your website to save you time and to have the best page your budget can afford. Do this as soon as possible. Remember, the name of the game is to appear very successful and larger than life to everyone who comes in contact with your business.

1. PROFESSIONAL WEB DESIGN

- www.GoDaddy.com
- www.IntellixMedia.com
- www.FiftyStudio.com
- www.neteazy.com

For advanced users, or those up for the challenge, I would recommend using either DreamWeaver or Adobe Creative Suite. These are great programs but require a lot of skill, patience, time, and an artistic background because the website has to be created from scratch.

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2. MISSION STATEMENT – Builds trust in you and your company.

- CloakA.com **Mission Statement**

We are a company of honesty, trust, commitment,
loyalty, empathy, and compassion.
We will do whatever it takes to ensure
customer loyalty and happiness.
We will always ensure every order
is done quickly and accurately.
We can be reached at anytime to
address questions and concerns.
We are here to serve you!
We are CloakA!

- http://www.businessplans.org/Mission.html

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3. CONTENT IS MOST IMPORTANT

"Create a need for people to come to your website time and time again."

Your website must have a theme. It must have a purpose. It must be well organized and well thought out. If people aren't interested in visiting your website, they will not come back, nor will they purchase anything from you.

You must also do your very best to appeal to the masses, or at least to your target audience. For example, I'm always looking for feedback, as you should too, so please let me know what you think of my website, what you like about it and would like to see, as well as what you don't like. Customer feedback is always the very best feedback because it's almost always brutally honest. I would much rather brutal honesty over people sugar coating their thoughts and ideas to appease me.

- articles.sitepoint.com/article/content-rich-website

Members Only – This will allow you to acquire contact information (name, email, phone number(s), address, interest/hobbies, etc.), keep in touch with your clients, and to keep people informed of new marketing promotions, pricing, website updates/new content, and anything else you would like to share.

- There has to be a reason for the visitor to become a member of your website. Have special pricing, promotions, and discounts, as well as secret tips, a referral program, or a weekly newsletter available only to members.

Weekly eZine Newsletter – Builds value in your expertise and your business.

- Will be discussed in more detail later in the book

Discussion Thread – Allow visitors to ask questions and write comments. They will be able to interact with each other, as well as your company. This is another way to build value in you and your business.

Weekly Tips, Tricks, and a How-To Guide– Not only will people come to your site when they need help with an issue, they will also remember how you helped them which will build more value in your expertise but will also increase customer loyalty.

Content and Pictures – Have a friendly and positive theme throughout your website. This will make people feel good about your company and will also increase trust.

YouTube videos, games, jokes, or any other form of entertainment – People like to have fun and laugh. By incorporating this into your website, visitors will always want to come back to your page to see what's new or to share with their friends and family.

- I create fun and exciting YouTube videos from my home computer to drive traffic to my website. All you have to do is create a fun home video by learning how to do video and sound editing, and incorporate

your business website into the video. Before you know it, you will have an exponential increase of traffic to your website.

- I will go over this in more detail later in the book.
- For some of my creations (before and after editing), visit: www.cloaka.com/CloakAEntertainment.html

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Coaching Program – Just as I have done, find something you are good at or passionate about and teach people how to do it. Then find a way to tie it to your business. It can be anything you're good at or excited about such as "how to knit a sweater" or "how to build a successful online business." The possibilities are endless.

"It's not who you know that's important,
but who knows you!"

- **The more you give, the more you shall receive**. My primary focus has shifted from helping myself to helping others. I used to be a very selfish person which created an unhappy life. Not only do I feel great about helping others, but I also have more people coming to me for personal and/or business related needs than ever before. It's one of the greatest feelings in the world!

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STEP 3 – HOW TO MAKE MONEY ONLINE

Whether you already have a business, or are looking for an opportunity, you are probably wondering by now just how you will make money online. This chapter is going to be the nuts and bolts of the whole operation. After reading this chapter, you will have a very strong understanding not only how to harness the power of your website, but also how I will be able to help you build the successful business you want to. I have personally researched and utilized these techniques to help others as well as myself. Each of these techniques has been proven to be successful strategies to help you earn residual income for many years.

"Don't ever stop growing. Once you stop growing, so will your business."

1. MARKETING IS KEY

Try to find sources that will cost you little to no money to get your business name out to the world and bring people to you.

Marketing is the most important aspect to running a successful business because it allows a business to sustain and also to grow. Without spending money on marketing, such as is in a newspaper, a magazine, online, mailers, flyers, etc., the only way to keep a business afloat or growing is through word-of-mouth, which is not good enough.

There are only 24-hours in a day and only seven days in a week, and with today's technology, marketing allows a business to be in thousands of places at any given time.

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

A prime example of this would be Verizon Wireless®. Whether driving down the road and peering up at a billboard, relaxing on the couch while

watching the television, searching a topic online through Google™, keeping in touch with friends on MySpace™, or waiting to get teeth cleaned at the dentist office, you would come across a Verizon Wireless® commercial at some point. They have also successfully branded their company with the goofy looking guy on all their ads who uses the famous branding quote, "Can you hear me now?"™

Marketing is very challenging but can be very rewarding if done properly. According to Patton and Toth (2009), Samantha Toth stated that "If you don't want to grow or sell your [business], and just plan on closing the door when you retire, then don't bother marketing" (p. 47). She also went on to say that her research tells that a person needs to be touched with some form of medium at least 20 times before he will make a change in his buying habits (Patton & Toth, 2009).

I would highly recommend staying away from advertising through traditional channels such as TV, radio, magazines, newspapers, etc., at least in the beginning stages of building your business. I would hold off spending money in these areas until you have built a solid foundation for yourself and can afford the costs. It's very expensive and isn't very cost-effective if you're just advertising in one or two places; you must be advertising in hundreds of places to make it worthwhile.

People will gravitate more towards your business through referrals, word-of-mouth, other credibility builders, and your ability to be unique. In today's business world, success is revolved around trust and building relationships. When I first started my entrepreneurial endeavors, I spent thousands of dollars on advertising in traditional places, only to receive one or two leads (literally). It was a waste of my time, and especially, my money.

- ezinearticles.com/?The-Importance-of-Marketing-a-Business&id=404370

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2. AFFILIATE MARKETING

Affiliate marketing is an online advertising channel in which advertisers (online merchants selling products or services) pay you, the publisher (an independent party promoting the products or services of an advertiser on your Web site), only when results are accomplished. For example, let’s say a visitor comes to your website, sees a link to a company she is interested in, follows the link, and makes a purchase or becomes a member… you get paid for the referral over and over again.

This "pay-for-performance" model is the modern version of the "finders'-fee" model, where individuals who introduce new clients to a business’ products or services are compensated. The difference in the case of affiliate marketing is that advertisers only pay you when the new client introduction **results in a sale or a lead**, making it a low-risk, high-reward environment for both parties.

How it works

Advertisers in the CJ Marketplace network populate their ad links in the interface, making them available for placement by publishers. Each link is assigned a commission, such as a fixed amount per lead or a percentage of a resulting sale on the advertiser's Web site. Publishers looking to monetize their traffic apply to join an advertiser's program. Upon acceptance, the publishers select and place the advertiser's links on their Web sites, in their email campaigns or as part of search listings.

When a consumer clicks on a publisher's link, a cookie is set on the visitor's browser that identifies the advertiser, the publisher, and the specific link and payment rates. When the visitor makes an actual purchase online or fills out a form, that transaction is tracked and recorded by Commission Junction. Upon recording the transaction, Commission Junction handles all of the collection and processing required ensuring fair and timely commission payment for the publisher, and all of the administration and verification necessary to ensure quality sales and leads for the advertiser.

- www.cj.com/about/affiliate_marketing.html

Resources

AffiliateTips.com provides you with a complete guide on **how to make money online** with the best affiliate programs. Here you find extensive resources on affiliate marketing. They review and compare all **top affiliate programs** and rank the best ones. A stop here will give you all the information you need to start making money online and help you to become a successful affiliate.

- www.affiliatetips.com

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CashParking

CashParking is another form of Affiliate Marketing which helps users to monetize their parked (unused) domains. Once you have associated your domains with your CashParking account, GoDaddy's™ advertising partner will place context-relevant advertisements on your parked page(s). Each time a page visitor clicks on a displayed advertisement you will receive a share of the generated click-through revenue based on your CashParking plan.

You can add keywords to your CashParking domains to optimize the advertisements that are shown for your domain. When specifying keywords, make sure to use keywords that relate to your domain name, and avoid using trademarked words.

Remember, the more traffic to your website, the more it's worth. This form of marketing/advertising is most beneficial for any unused or under construction domains you may own.

- help.godaddy.com/topic/285

3. PAY PER CLICK

Use your niche (discussed in next chapter) to drive traffic to your site, but increase the value of your company and website by harnessing the power of the Internet and Search Engines to obtain more business and traffic than ever before!

Once you have enough traffic to your website, which is why you need to have some way to measure it (GoDaddy™ offers this), companies will pay you money to advertise on your site. Plus, you can charge companies every time someone buys something from them by going through your website (Affiliate Marketing). The more exposure your site has, the more valuable it is for companies to advertise with you. This means more money in your pocket!

- www.payperclickuniverse.com

Google™, Yahoo!®, and any other search engines

Every time someone searches for information pertaining to the content on your website, your business will be highlighted as a business sponsor or placed higher in the search results (based off relevancy), but your business has to pay a fee every time someone clicks on the link to your website.

Search engine optimization

- Put yourself at the top of the search engine with relevant content from your website.
- The more valuable the content, the higher the ranking, but the more it costs to have people visit your site.

Pay per click (PPC) is an Internet advertising model used on websites, in which advertisers pay their host only when their ad is clicked. With search engines, advertisers typically bid on keyword phrases relevant to their target market. Content sites commonly charge a fixed price per click rather than use a bidding system.

Cost per click (CPC) is the amount of money an advertiser pays search engines and other Internet publishers for a single click on its advertisement that brings one visitor to its website.

- en.wikipedia.org/wiki/Pay_per_click

"The more traffic to your site, the more value it has to potential advertisers and investors."

Social networking, search engines, and similar companies make a ridiculous amount of money because they offer free services to the members/viewers and make the majority of their money from advertising, exposure, and traffic.

- **YouTube™ is said to be worth $1 billion dollars**
  - news.cnet.com/2100-1026_3-6108971.html

- The social network valuations have been remodeled based on current user numbers and **Facebook's®** most recent $10 billion valuation. The results are dramatically different.

The bottom line: If Facebook® is worth $10 billion today (2009), MySpace™ is worth just $6.5 billion. Bebo® is worth $1.8 billion, Twitter™ is worth $1.7 billion and LinkedIn® is worth $0.8 billion. Facebook® also accounts for 37% of all social networking value points in our model. Another way of saying this: If Facebook® is worth $10 billion, the value of the entire social networking industry is $27.1 billion.

- www.techcrunch.com/2009/06/04/the-true-value-of-social-networks-the-2009-updated-model

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4. CREATE A NICHE

In today's competitive business climate, you've got to separate yourself from the pack – you've got to create a niche. By offering something no one else has and by targeting your business to a few select markets, you protect yourself not just from the competition, but also from the twists, turns and plunges of the economy.

- www.entrepreneur.com/growyourbusiness/scoreresources/60secondguides/article81324.html

- Make people want to come to you!
- What sets you apart from the rest?
- Be unique!
- Have fun! (Make people laugh)

"Niches are like bathrooms; you never notice one until you need it."
- Primm (The Niche Man)

FACT: The person, who finds or creates a special niche, gets the cream of our societies financial rewards; whether you're Bill Gates or Joe Average.

The most difficult task I've had to do has been to create a niche. I have spent years trying to come up with one. With thousands of businesses, services, and products available on the market today, it's usually the business with the most money and resources that continues to grow and thrive, regardless of the state of the economy.

One day I was playing with my computer and accidently stumbled upon an amazing way to transform regular home videos into amazing YouTube videos! With millions of YouTube videos on the Internet, I decided it would be the perfect way to market my business. I taught myself how to edit videos, add music, sound effects, and most importantly, my business name on the bottom of the video. By following my simple techniques, you can learn how to do this and build a huge network of followers.

You know all about YouTube: More than 100 million videos viewed each day, tens of millions of unique visitors, one of the top sites on the Internet and so on. It's time for you to harness the power!

- www.businessknowhow.com/Startup/wealthniche.htm
- www.caroline-middlebrook.com/blog/niche-sites-wp

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Utilizing YouTube

- So, you've probably watched YouTube videos. But have you ever uploaded your own creation? Probably not!
- According to the Web-audience measuring service Hitwise Pty., only 0.16 percent of U.S. visitors to YouTube uploaded videos in a recent week. The rest are just watching.
- What's holding you back? It's easier than you think to post video, and there are even some good business reasons for doing it. I'll explain the steps for producing corporate video and throw in some home video tips for off-hours fun.
- Watch this YouTube video to see how easy it is to make a YouTube video!
- If you're in a small company, or a larger one that doesn't want to mess with video hosting and access issues, YouTube provides a free, easy way to host corporate video. What kind of video?

    - Executive Presentations
    - Trainings
    - Help for questions from customers
    - Marketing
    - Events
        - www.pcworld.com/article/133278/youtube_for_your_business.html

    - How to make YouTube™ videos
        - www.ehow.com/video_2201775_the-value-youtube.html

    - My Channel
        - www.youtube.com/CloakaDotNet

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Recording YouTube Videos

You are going to have to use your own creativity and imagination but I am going to give you some ideas, tips, and tricks to get you started from my own personal experiences. The rest is up to you.

Tools You Will Need

- Digital Video Recorder
  - Video capable cell phone, digital camera, or video camcorder
- High-speed Internet connection (fastest available)
- Multiple computer monitors – 2 minimum (when possible)
- Optimal computer hardware built for speed and graphics (when possible)
  - RAM (Random Access Memory) – 3.25 GB minimum
  - Processor – 2.51 GHz minimum
- External Hard Drive (for storage and backup)

Tips & Tricks to Recording

- Be Creative!
- Have Fun!
- Make the videos funny and entertaining
- Don't record copyrighted material! You will get yourself into trouble
- Backing everything up on a regular basis is crucial and a must!
- Find a location for your computer where you can play the sound loud and be able to focus

What to Record

- Start recording everything you see
  - All social events
  - Sports
  - Kids
  - Animals
- Record Yourself
  - "How-To" show of yourself teaching others something you're an expert about
  - Singing your favorite songs
  - Dancing to your favorite music

- Your view of the Current Events

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Inspiration is everywhere; watch people, watch TV, watch animals play. Some of my funniest material has come from my everyday life, but I have also created scenarios on my own by coming up with some fun ideas with family and friends.

Television is the best place to look for inspiration because it's the place where you can find unlimited amounts of creative work. You can watch TV shows, especially comedy (i.e., Saturday Night Live, MadTV, How I Met Your Mother, Friends, Seinfeld, etc.), movies, the News, etc. No matter what your interests are, there is inspiration available at your fingertips.

- Easy text, picture, and video editing tools for PCs
  - Adobe Photoshop™
  - Adobe Premiere Pro 7.0™
  - CloneDVD2™
  - Adobe Acrobat 6.0 Professional™
  - ACDsee Pro 2.5™
  - If you are an Apple™ user, please email me with a list of comparable Apple applications

- Video viewing applications
  - VLC Media Player™

- File converting apps for PCs (if possible).
  - AVS Video Converter 6™

- Backup Software
  - Acronis True Image Home 2010

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A few more ways to show your face to the world

WebIntroz™ makes it possible for you to introduce the real you to potential customers on your website where you can share with them your passion, expertise, drive and goals, building trust in you and your business. Let WebIntroz™ help you humanize your website with a two to three minute introduction video of you, key employees and/or members of your management team.

Visit WebIntroz™ and see how comfortable your customers will be when they meet you on your website… on their own time . . . in their own space. When people trust you, they become your customers...and it's a lot easier to trust someone you've met.

- www.webintroz.com
- www.youtube.com/user/webintroz

Whether you who are just starting your business and still have a small advertising budget or you aren't the type of person who feels comfortable standing in front of a video camera, there are also a few options available for you to take advantage of promoting and building value in your business through video.

WebFacez™ (Coming spring 2010!)

- Hire actor/model to do 30 second commercial on your website
- Clipz - Purchase pre-recorded/universal clips
- Adds Value and Professionalism to your business
  - TV, Radio, and Web Advertising
- www.webfacez.com

The parent company of **WebIntroz™** and **WebFacez™ -- Metropolis Integrated Media™** is a full-service film/video production company located in Salt Lake City, UT. They work with local and national clients creating effective communication videos, on-hold messaging, pod casts, marketing programs, trade shows, product demos, and advertising for TV, Radio and the Web.

- www.metropolispost.com

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5. WRITE AN EBOOK

Everyone has something to share with the world. The secret is finding something you want to share, are passionate and knowledgeable about, and write a book about it. Everything I have written in this book has been from my personal journey and countless hours of research for growing myself and my business.

I have searched high and low for an opportunity, and without even realizing it, I had the best opportunity right under my nose. I have decided to share all my knowledge with the world, to teach others how to build a successful business, and how to earn money on the Internet.

What is an eBook?

An eBook is a book in electronic format. One of the most popular formats is PDF files, but there are others. Readers can receive eBooks by email or downloading them off the Internet.

Why Should You Write an eBook?

The electronic age has made it possible for anyone to become a published author. You don't need to hire a publisher or pound the pavement trying to get your book published. You can publish and learn how to write your eBook yourself at minimal cost.

Why Would People Buy an eBook?

Although some people are still weary of purchasing a book that is not in traditional paper format, eBooks are a booming industry. People will buy an eBook when you are offering information not available elsewhere or if they need the information immediately.

What Should You Write About?

First and foremost, it must be a topic you are knowledgeable and passionate about. After that, consider the following in developing your ideas:

- Information that is time-sensitive or subject to change will likely do

well in eBook format. For example, an eBook on Search Engine Optimization is likely more suitable to electronic format than print.
  - Search engines change all the time and by the time a book is put into print, the information may be outdated.

- Information that satisfies an immediate need or impulse should sell well.
  - This could be an eBook on soothing a colicky infant, for example.

The above two points are not essential to writing a successful eBook, but will certainly go a long way to help in your plan on how to write an eBook.

- Use my eBook as an example of what to write about and the layout
  - Who, What, Where, When, How, and Why

- Other sources:
  - www.internetbasedmoms.com/articles2/write_sell_eBooks.html
  - www.theeBookcoach.com
  - www.copyblogger.com/write-and-sell-eBook

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Do Your Research

Don't start typing until you've done your research. Will people be willing to pay for your information? Is it readily available elsewhere? If it is, could you approach the subject to reach a particular niche?

Putting Your eBook Together

The most common format for eBooks is a PDF file. There are other software packages with wonderful features that you can purchase to create eBooks. However, these often don't operate on certain operating systems or have other limitations. Click here for eBook software reviews.

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How Much Should You Charge?

It really depends on the quality of the information you provide. You could have a long or short eBook, but that's not the ultimate decision maker. Have a few friends or colleagues read the eBook. Make sure they are interested in the topic and ask them how much they would pay.

Also, have a look at your competition and see what they are charging. You can purchase a few of those eBooks to see how you compare.

Ask for Donations

You invested a lot of time and energy into writing your eBook. Although not everyone is going to donate money to you, ask your readers for donations. There is a lot of valuable information in an eBook and if your reader sees enough value in your book, he or she will be very happy to give you a donation. It doesn't have to be a big donation, but $5.00 adds up quick.

Just remember to be like those people whom you expect to donate to your cause. Be generous and keep in mind that the more you give, the more you will receive in return.

How Do You Sell Your eBook?

1. First off, get a website. You can put the eBook on your existing website if it relates to your current website topic. If it isn't related, start a new website to maintain focus on your topic.

2. "Establish yourself as an expert in your eBook's topic," recommends Tracy Lyn Moland, self-published author of Mom Management™.

- Write and distribute articles that promote your eBook in the byline.
  - For a list of possible places to submit your articles click here.
- Participate in forums, moderate chats or run online seminars on your eBook's topic
- Solicit interviews from other related websites, magazines, radio stations, etc. Allow them to read a complimentary copy of the eBook

before agreeing to interviewing you. Offer to answer questions from their readers or listeners.

3. Offer a free email course or free eBook teaser to promote your eBook for sale. Be careful here. I have seen a number of people use this technique very poorly, including some so-called Internet gurus. Of course, you don't want to give away all your great ideas, but make sure your free offering does provide valuable information. If there is nothing valuable, how will someone trust you enough to actually make a purchase from you?

4. Encourage those who have read the eBook to write reviews. You can post them on your site and they can also post them on sites where book reviews are allowed.

5. Create a killer affiliate program that people will be dying to join and promote.

- www.internetbasedmoms.com/articles2/write_sell_eBooks.html

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Sources to seek out for help with writing

- College Students
- Freelance writers
  - www.Guru.com/Writers
  - www.Elance.com
  - www.freelancewrite.about.com

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6. WRITE WEEKLY EZINE

A weekly eZine is similar to an eBook except it's done on a regular basis and is a newsletter about the products you are selling, promotions, and useful information for clients and potential clients. For example, if you're selling soap, write about how your brand of soap can help keep skin from drying out; if you are selling healthcare products, write about how your product has been statistically proven to increase health in the demographics you are targeting. While these are just a few examples, there are many things for you to write about. You will just have to be creative and keep your readers interested.

- Build a mailing list and send it out to everyone on the list.
  - Build value in yourself as the expert in your chosen field.
- Always continue to grow, ask for referrals, and ask members to share your newsletter with their friends and family.
- Always include a plan of action to visit your website, buy a specific product, and/or to become an eZine subscriber (for members only)
- Always leave the readers wanting more!
  - Ex: Jeffrey Gitomer. Author of "Little Red Book of Selling"
    - Excellent series of books and very popular eZines.
    - www.gitomer.com

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7. SEND OUT "THANK YOU" CARDS

Staying in touch with people is one of the most important behaviors you can practice. If you master this, people will always think of you before anyone else. They will become your clients forever and always refer people to you. This method can be expensive in the beginning, but one of the best investments you could possibly make. When first starting out, make sure to reserve this avenue for important clients and/or business relationships until you have enough cash flow to send out cards to all your clients.

SendOutCards®

- Send out a card to a client at least four times a year.
  - One year anniversary of purchasing from you, Holidays, Birthdays, Special Promotions, etc.
- This website will remind you when to send out your cards and includes thousands of templates to choose from. It also has very high quality cards which are mailed out for you so you have more time for other important tasks.
- This website is also a great income generating opportunity because you can get paid to refer people to use the service.
  - www.sendoutcards.com

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8. MYSPACE™, FACEBOOK®, & TWITTER™

I have been using MySpace™ and Facebook® for years to network and keep in touch with friends and business contacts all over the country. I have just recently started using Twitter™ as a way to follow people's day-to-day activities and also for them follow me.

From my experience, the largest difference between MySpace™ and Facebook® is that more adults tend to use Facebook® whereas more young people use MySpace™. In my opinion, it's because MySpace™ takes a lot more time and knowledge to build a custom site, and Facebook® is very quick and easy to get up and running. Also, to build a network on Facebook®, it's required to know a person's name and/or email address to request them. You can also meet friends through other friends.

I have also used the sites as a way to build my business which has been very successful. With some time, patience, and a willingness to learn, you will be able to build a very large network of friends for your business, as well as meet many new people from all over the U.S., and even the world.

Making a MySpace™ Page for Your Business

MySpace™ is all over the news and all over computer screens across America and beyond. In November of 2005, MySpace™ had 26.7 million users*. Just one year later, an estimated 128 million people were using MySpace™, the site that according to Wikipedia "attracts new registrations at a rate of 230,000 per day". And although teens may appear to be more hip to MySpace™ lingo, an October 2006 report by comScore Media Metrix notes that "more than half of all MySpace™ visitors are now age 35 or older."

If you're out of the social networking loop, now is the time to get in it. Today's savvy consumers want products from a business they can trust, learn from, relate to and "be friends" with. MySpace™ is a potential springboard in lead generation for business owners, especially those that appear to be true friends rather than in-your-face marketers. Your MySpace™ page can be used to gain ties with other business owners and to promote items or services to prospective customers in a more personal and easily accessible environment.

- http://onlinebusiness.volusion.com/articles/myspace-business-page

***PAUSE:* Complete Section Activity in Workbook**

9. SOCIAL NETWORKING

Whether going to dinner at a restaurant, visiting friend at a house party, or joining a networking group, there are always opportunities to network and meet new people. One thing to keep in mind is, "acquiring new business partnerships and/or clients is a numbers' game." If you're on the sidelines and not playing the game, you are never going to win. In other words, "you will never make the shot you don't take."

As I mentioned in my previous book, it's necessary to fail in order to succeed. If you have to pass out 100 business cards before you get one business partner and/or client, then that's what you must do. Of course, over time you will become more confident, efficient, and credible. Once the time comes, people will come to you rather than you having to go to them because you are the expert and the successful business person. People will begin to ask you how you are succeeding and you're going to tell them that it's all because of this **Amazing Coaching Program by CloakA** you have invested in. The only thing I ask in return is that you show them my book and tell them, "I can only show you the door; you have to be the one to walk through it." The principle holds true with me helping you build your business.

In my opinion, business cards are the best tangible marketing business expense other than "Thank You" cards (discussed in more detail later). I have tried to market my business in many ways, and have wasted thousands of dollars. People don't respond with high enough success rates to make other means worth the time and money, especially for business owners with small budgets. Some other ways I've tried to market my business has been through mailers, flyers, pens, and even magazines. With all the money I spent, I may have received one or two leads.

If you want people to use YOUR services, or buy YOUR products, YOU have to build the value in YOURSELF and YOUR business through building relationships and networking. This was also discussed in more detail in my previous book.

Networking 101

Whether you realize it or not, you probably socialize or come in contact with a few hundred people per week. There are always people looking for products or services and asking their friends & family members for suggestions of who to go through or where to go. Everyone knows someone, and as a business owner, it's your job to make yourself the person they think of before

anyone else. You have to position yourself to be that someone by telling everyone you know, as well as everyone you don't know, what you do for a living.

Your success rate will increase over time. You just have to be patient. You may have to talk to 100 people about your business before getting one client. That's okay. It's just your job to establish yourself as the "go-to" person and the expert.

The process is quite simple. All you have to do is make friends with as many people as you can; show a genuine interest their lives; casually mention what you do for a living; ask if they, or someone they know, have a need for your products or services; and hand over a business card. By the end of the conversation, you will know each other quite well and it would be the best time to get contact information to follow up with later.

I use this technique all the time. I am always trying to get to know as many people as I can. I talk about sports, weather, hobbies, movies, current events, business, and whatever else I can think of to connect with the person I'm talking to.

Before I know it I'm being invited out to eat, drinks, trips, barbeques, sporting events, etc. (all have truly happened to me). I've made many friends from clients and some of my closest friends were met that way. You just never know who you are going to meet. As I've always said, "it's not about who you know, but who knows you." I always ask myself how I know so many people, but the secret is to make friends everywhere you go. Everything else will naturally fall into place.

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Ways to Network

Friends

- Be careful with friends. Just because you watch football or go camping with these people, doesn't mean they have a business mindset. A lot of these people are not going to be supportive of what you're trying to accomplish until you have results to show them.

Family

- Family tends to be the most critical because they love you and don't want to see you fail. I have come to the point in my life that I barely

talk to my family about my business ventures unless they ask me. Even though you may be excited, your family will most likely be your biggest critics so I would recommend holding off telling them until you are certain your business is not going anywhere.

Co-Workers

- It's easy to talk to co-workers about your new and exciting venture because you spend a lot of time with them, but most people at work will not understand what you are trying to accomplish. Although they may envy you, they will reject your entrepreneurship. You also must be very careful if you're working in a job that won't allow you to talk about your business. It's best that you keep your outside business venture to yourself until the day you quit your job.

Current Customers/Clients

- You have to be extremely careful when talking to customers and/or clients at your current job because there's always the possibility your management team will find out that you are soliciting other business to your current customers/clients. If there's a conflict of interest, your job may be jeopardized.
- Make sure to always ask for referrals when conducting business on your own. This will be the best way to get your name well known.
  - Example: "John. I feel like I've done a great job for you, wouldn't you agree?
    Well, John, since I did such a great job for you, is there anyone you know who would benefit from my products and/or services? Your referrals are the biggest compliment you could ever give me for doing such a great job for you."

Employees of places you frequently visit

- I am a very friendly person and always try to make conversations with the people I come in contact with, especially when I frequent the same place. I have met some great people just by shopping and running errands.
- Don't be afraid to get to know the people you come in contact with. Most people working in the service industry are very friendly. Just strike up a simple conversation about the weather, sports, or how his or

her day is coming along. Don't forget to focus on the other person, rather than yourself.

- Examples: Favorite restaurants, bars, hair stylist, grocery store clerk, bank teller, etc.

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MeetUp Group – www.meetup.com

- I highly recommend joining a MeetUp group in your area. This service was started by another student of my mentor, Robert Kiyosaki, and has since become a very popular means of meeting new people with similar interests and who are looking to make friends. There are groups all over the country. With this service, you can put together and host events for people with similar interests, as well as you, your product, and/or service.
  - Examples of Groups: Small business owners and entrepreneurs, skiers, hikers, board gamers, travelers, singles' groups, etc.

***PAUSE:* Complete Section Activity in Workbook**

Chamber of Commerce

- Every city has a Chamber of Commerce for business owners to network and advertise. I highly recommend this as a way to meet and learn from other business owners. The only challenge is that member of these groups are trying to gain more business, not to get business for others. If your target clientele are business owners, this is the place for you to be, but if your target clientele are average consumers, you should invest most of your time trying to figure out how to connect with them.

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20-Second Commercial

- When you meet someone who asks what you do, you don't want to dump a 20-minute spill on them about your business. The majority of

the time you meet someone, you will be in a social situation where it will not be appropriate to talk for 20 minutes about what you do for a living. This is why it's imperative you come up with a brief 20-second commercial about what you do. Give the person your card, ask for his number, and set a time to call him when the two of you can talk further about what you have to offer him.

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Guidelines for creating 20-second commercial

- Sit down, write it out, memorize it, and practice saying it over and over until it sounds natural. Stand in front of a mirror and recite it to yourself, if necessary, until you're confident and can recite it without hesitation.

What it does

- A 20-second commercial will be short, brief, and to the point. It will include the "How", "Why", "What", "When", etc.

Use with caution

- You must sound natural when reciting your commercial. People get inundated with advertising and the last thing they want to hear is another infomercial.
  - sbacon82.wordpress.com/tag/20-second-commercial

PAUSE: Complete Section Activity in Workbook

Online Video Games

- Since a large number of people presently play online video games, I would highly recommend that you take advantage of every opportunity to promote and advertise your business, especially when you put yourself in front of the public's eye. If you play very frequently and are good at gaming, people will begin to notice you and/or your business name.

- Use website URL or Business Name as username and/or display name
- **CloakA**, **CloakAdotcom,** and **CloakA.com** are my most commonly used display names for YouTube, online video games, gmail, etc.

PAUSE: Complete Section Activity in Workbook

10. POWER OF DUPLICATION

There are only 24 hours, regardless of how much time you may want or need. You can only accomplish a certain amount of tasks within the limited span of time before you must put everything down and wait until the next day. You also have to keep in mind sleeping, eating, drinking, socializing, spending time with friends and family, commuting, etc. After factoring everything in, there are only a few hours a day actually spent on building your business and being productive.

This is why you must practice behaviors which will allow you to do the work one time and get paid over and again. This is known as **Residual Income**. I believe that residual income is the most powerful form of making money, yet very few people know how to earn money this way. However, it can be found in the portfolio of every financially successful person because they have learned the power of duplication.

There are many people who make residual income (also known as "Royalties"). A few groups of these people include movie stars, television actors, musicians, video game developers, and all other successful business owners. Each of them has found a way to be in thousands of places at once.

How to Duplicate Yourself

All the principles I've taught you in this book revolve around duplicating yourself and positioning yourself to be in 1,000 places at once. Instead of getting paid only once, and only when you are physically working, I've shown you how to get paid even while doing the things in life you most enjoy such as spending time with friends and family, traveling the globe, or even playing your favorite sport.

My dream is to be on a cruise in the Bahamas with my family, enjoying the warm summer breeze, relaxing on the balcony of our private suite, gazing out at the crisp, blue ocean, sipping on a frozen Margarita, and knowing that even though I'm on vacation, I'm still getting paid!

As I mentioned before, there are an infinite number of ways to make money online. I'm going to show you how to duplicate yourself and how to build a successful online business but I highly recommend that you work with

me in the Communications Industry because I will be able to coach you to the fullest extent.

There is a never-ending need for the products and services I provide and you will get paid month-after-month with every customer you personally acquire (as long as they remain a customer), as well as from those customers acquired from the people who you coach, and so on.

Recap of Ways to Duplicate Yourself

- CloakA & ACN Wireless
- Affiliate Marketing
  - CashParking
- Pay Per Click
- YouTube™ videos
- WebIntroz
  - WebFacez
- eBook
- eZine
- SendOutCards
- MySpace™, Facebook®, or Twitter™
- Business Cards

***PAUSE:* Complete Section Activity in Workbook**

CONCLUSION

Not only have I shown you ways to duplicate yourself online, I am also sharing with you a way to duplicate yourself indefinitely. I want you to consider the products and services I provide and compile a list of every person you know or know of. Try to come up with one person who doesn't use at least one of the services I offer. I'm willing to bet that almost every person you think of not only uses one of these services, but uses more than one of them.

If you can be the very first person each person in your list thinks of when he or she needs one or more of the services, you will win the game! But, just wait!!! What about all the people they know or know of, and what about all the people those people know or know of. The list goes on and on. Once you've realized how powerful this really is, and how much money can be made, you will wonder why you didn't become part of this great opportunity earlier.

Lastly, nothing in life is easy, especially the things in life most worth having. Not only will you be investing your time and money into your business, but you will also be investing in yourself and your future. Make the right decision and join my team today. I will either see you at the top or from the top; your choice!

HOW TO GET STARTED WITH COACHING PROGRAM

Whether you are planning on pursuing the amazing opportunity in communications or your own business venture, don't wait another minute to take action. My coaching program has all the necessary tools to help you become successful.

"Procrastination is Opportunity's Assassin."

Visit www.CloakA.com to find out all the information you will need and to get started with my coaching program today! Please contact us at customer.support@cloaka.com or cloakadotcom@gmail.com with any questions.

ABOUT THE AUTHOR

My name is Shane Russell. As of this writing, I am 30 years old and live in Salt Lake City, UT, but am originally from Sacramento, CA. I graduated with a Bachelor's Degree in Criminal Justice in 2003 from Sacramento State College. As many college students may have experienced, I was told to pick a path before I really knew who I was and quickly realized I had a passion for business and helping other people so I decided not to pursue a career in Law Enforcement, but instead, began learning about building a successful business. I have invested thousands of hours and dollars into my education above and beyond college and am currently working on my Master's Degree in Business Management.

Please contact me at cloakadotcom@gmail.com. I'd like to hear from you. Tell me who you are, where you come from, why you are trying to better your life, and what drives you to be the person you have always dreamed of.

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

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

> There are many special people out in the world. We don't ask to be this way, we just are. We walk down the street, many times going unnoticed, but we are working diligently behind closed doors and one day wake up a different person. All of a sudden… we explode!
>
> The future is always changing. Now it's your turn to win the war and take control of your own life. Are you with me?!
>
> When you are ready you will know you're special. It's your job to make it a reality. No one can tell you. You have to take control of your own life!

DISCLAIMER

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

I haven’t used all the above sources for business or personal purposes. I can’t be held responsible for the actions of any sources or issues between you and the respecting company listed in this document. They are intended to be used as guides.

I will not be held responsible for anything other than the information I have given you. I cannot guarantee success for anyone. Although my techniques are all proven to work, it’s up to you to make them work.
I have tried to give credit to every person and/or source I used in this document but for those I didn’t, please let me know and I will update my book and/or any other documents. I am not intending to steal or plagiarize in any way; I just don’t know where some of the content originated from.

There are no refunds with my coaching program because there is no way to take back all the information and tools I give you. However, if you are not completely satisfied with my program, please let me know and I will do my very best to take care of you and to correct the situation.

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