

**Jay Abraham**



# Master of Passive Income

**Confidential,  
unedited  
transcript**

How To Create Multiple Streams of Revenue That Work 24/7 For You!

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## How to Create Multiple Streams of Revenue That Work 24/7 For You!

Hi, this is Jay Abraham. I wanted to personally introduce myself and visit with you a minute before we get started with this transcription for many reasons. First, because the better you know me — my background, motives and values — the more you'll gain from what you're about to experience and read over the next few hours.

Second, because due to technical problems with the digital conversion of the original recording from my keynote presentation at Harv Eker's "Never Work Again" conference, the audio rebroadcast we wanted to use to transcribe was compromised — flawed, actually. It's so tinny and raspy-sounding; my transcriber was be hard-pressed to listen to it for more than 30 minutes. That's the bad news.

The good news (for you, at least) is that when I realized that this recording couldn't work for the transcript, I cleared my schedule, sat down for the entirety of the day, and reconstructed every major point I made there... every important concept I revealed... all the case studies I chronicled at Harv's event — and I built you an even better version to read and carefully review today.

Why better? Because I added over twenty additional pages of closely guarded strategies I didn't even share in that original presentation... Because, I expanded for you the details of each of the case studies I'll be sharing. So they're even easier for you to model and instantly apply... Because I focused harder, and invested far more of my efforts and energies in making this "bionic transcript version," if you will... You may remember when they reconstructed Steve Austin and Lindsay Wagner into the Six Million Dollar Man and Bionic Woman for the old TV series hey made

them better, stronger, more powerful. Well, consider the two hour-plus presentation you're about to hear today to be what I'll call "The Six Million Dollar Bionic Wealth Building Presentation."

My title is "Master of Passive Income," and I promise...that over the course of the next two hours, if I have your undivided, focused attention, read this transcript and I'll share with you the finest education and carefully guided tour you've ever encountered on turning yourself into an absolute master of generating passive income from a multitude of prosperity sources.

In short, I'm about to tell you no less than the 25 of the best "little-known," yet surprisingly easy ways that you can do something once. But be paid for it — forever. Trust me for the next two hours. I'll have your absolute, very best financial and career interest at heart throughout every page you are about to read.

Shall we begin?

Well, a quick philosophical foundation needs to be laid down at this point — to set the stage for all you're about to be taught. As you may already know, over the last 25 years I've been fortunate enough to amass some very unique, specialized knowledge and expertise on business building, profit boosting, and growth strategies.

I've been blessed to learn from some of the brightest minds, smartest businessmen and shrewdest entrepreneurs alive. I've had over 300 of the top experts, authors, world-famous trainers, preeminent consultants as my clients and friends, including Tony Robbins... Brian Tracy... Fran Tarkenton... Steven Covey... five of the top real estate trainers... six of the eight top sales trainers in the world... two famed negotiating experts... The Deming Organization... Nightingale Conant... the world's largest strategic consultant... All have been clients, partners, or friends of mine.

Through all my exposure to these mammoth thinkers and achievers and all these famous people, I've become so well skilled in business building that I'm considered "The Guru of Gurus" in both marketing and strategy-based business growth.



They say that, because I've helped over 20,000 successful business owners and entrepreneurs in 468 different industries grow their profits by an extra \$8 billion plus.

Now, I make this point not to brag. But facts are facts. And I need to gain your absolute trust and respect from the very beginning of this fast-paced "mega-presentation" (as I call it), in order to produce the maximum benefit I possibly can in the brief two or so hours we have together — for your benefit, not mine. So I need your undivided, focused, total attention.



So, I'll tell you THESE documented facts, too. I think it'll impress you.

1. I've made business owners as much as \$100 million—each from what I've taught them.
2. I've been able to double, and redouble, and oftentimes redouble again the profits for well over 2,000 different companies I've helped.

That's why my private consulting rate is \$5,000 an hour, \$50,000 a day. That is the reason also that we sell out our five-day training programs at \$25,000 a head. But along the way to acquiring all this expert knowledge, I've also developed another talent that, frankly, could be many times more valuable, profitable and relevant to those of you listening in the audience today.

I've become one of the world's top — maybe even the top — expert on generating passive income. We're talking about creating situations for yourself where money, income, revenue and profit just keep flowing to your bank account over, and over again, without requiring any ongoing effort on your part.

Stated differently, you can do something once; then get paid for it — over and over, forever!

Or, think about it this way: Did you ever drive onto a paid toll road? Certainly, yes you have. Well, when I drive onto it and pay for each section I travel, and then pay again when I drive the return home, I think, “Boy, I’d love to own one of those toll booths, or a bunch of those booths.” Wouldn’t you?

Well, understanding how to create the financial equivalent of a lot of passive income toll booths for myself, my clients and partners has allowed me to live an incredible lifestyle. It’s allowed me to work because I choose, not because I have to. It’s allowed me to help set up not a few, but hundreds of ongoing...or long-term passive income streams, windfall profit centers, and recurring revenue sources that kept flowing rivers of income to me and my colleagues, while we’re not there — while we’re not there!

To build yourself significant passive income streams that constantly flow to you while you’re not there — is almost everybody’s goal or dream. But I’ve been able to successfully make that my daily reality.

I have mastered the ability of putting myself and my partners into “the toll booth position,” as I call it, in all sorts of different business deals, and I suspect you’re listening closely to this presentation today because you’d like to put yourself into a number of toll booth positions as well.

In case you’re wondering what exactly that means, the answer is that it can mean whatever turns YOU on — seriously. Over the course of the rest of this two-hour presentation I’m going to share with you ten significant categories — pathways, as I’ve called them — of passive income prosperity that you can freely pursue starting the moment the call ends, if you listen intently.

I'll provide dozens of actual examples to show you how surprisingly easy and lucrative each of these techniques are to implement. I'll demonstrate exciting ways you can model each of the examples I share.

I've been doing passive income deals for years and years and years. Why? Because, I understand that there can be two companies. Maybe Company A has a huge buyer base who only buys one thing from them. Maybe the other Company B has two or three different products or services that are perfectly suited for Company A's customers. But they probably don't know each other. Company A can profit massively from Company B, and B can profit from A... but they don't do it — because they don't know each other.

That's one of many ways where I come in. I have an accelerating way of getting total access to, and gaining the trust of, both A and B; then putting those two together with me sitting smack-dab-in-the-middle of each prosperous transaction.

And if you're smart, and you know what you're doing, you don't just put them together as a charitable gesture. You put them together in such a way where every single time they touch each other, so-to-speak, or transact business together, you get paid.

Ka-ching, Ka-ching, Ka-ching...

Smile joyously right now — if you'd like to learn how to have your own toll booth — or multiple toll booths — ringing up passive income streams for your bank account, 24/7. That's the ultimate business deal you could ever do.

So I am one of, or maybe THE top expert in the world in being the passive income toll booth, and this knowledge has made me personally tens of millions of dollars — just by knowing how to put myself, clients and partners in the toll booth position in a diverse array of business deals all over the world.

But there's a huge problem with this toll booth thing. Nobody else anywhere teaches it. Nobody even talks about it. They just do it quietly, discreetly, and obscenely profitably, keeping all those monster profits for themselves. Frankly, this is probably the most closely-guarded money making skill set... the most heavily restricted profit-based information you could (or will) ever learn.

Go ahead. Prove it to yourself right now. See if you can find one. Google "seminars on toll booths"... "seminars on being a go-between"... "seminars on joint venture brokers"... "seminars on becoming a passive income master"... "seminars on becoming a power broker"... "(seminars) on becoming a middleman"... You're not going to find very many, if any. Because, hardly anybody does it, and the ones that DO don't want you to learn their secrets. And nobody else can teach it. They really don't teach it. They just go out and do it through their own contacts.

All the big "players" they know how to do it. But they're frequently some type of a lawyer or high-powered marketplace influence. They put deals together. People like Henry Kissinger, who charges a flat \$1 million a year for clients to put deals together for them.

But the laymen, people like you don't know or learn anything about this normally until now, that is.

For example, there was, in Canada, a donut company called "Tim Horton's," and there's another company you probably know called "Wendy's." Well, all of a sudden you started seeing in all the highway rest stops in Canada that there are now Wendy's combined with Tim Horton's two totally different food service concepts. But they were now combined in the same facility. And guess what? Somebody out there put those two together. Same for putting branch offices for banks, or Starbucks in grocery stores.

For Wendy's and Tim Horton's, someone else had the disarmingly simple idea that Wendy's doesn't serve desserts. Tim Horton's doesn't serve any mainstay food. And on their own separately, they both take up too much retail space. Why doesn't someone put them both together, where they've got the burgers and dessert? And so they did. I'll bet tens of millions of dollars of toll booth money went to the people who had the vision to see the deal, set it up, structure it, and place themselves squarely in the middle of the cash flowing from it.

And in case you think deals like that are rare — or terribly hard to do, think again!

Perhaps at that high level they require more skill, persuasion and influence capability. But joint ventured, co-branded, shared access deals can be done all day long, at any level or size transaction you want to go for — IF you know the key things to do.

This can happen in a heartbeat — ka-ching, ka-ching, ka-ching — because, you know what? The people who are involved with Wendy's didn't originally know the other people from Tim Horton's. Nor was it their business. Most business owners are too preoccupied with their day-to-day business demands to even think about who could be the best joint venture partner with them, or what other company's products might sell well to their customers and buyers. They've all got their own primary business worries, their own time constraints. They've all got their own full day of critical things to do.

But somebody like me, or even you, comes along, and we get to know somebody else in another business, or with other contacts who can get involved with their company. Then we say to that first company, "This could increase your profit by double — maybe triple — for doing nothing else on your part. Interested in doing that?" Of course they are, so they almost always say, "Yes."



But instead of just saying, “Go do it,” we put it all together for them, and we do it with a binding, long-term written agreement that guarantees us a piece of the pie forever. Recurring income for not working.

I hope you understand what I’m saying.

Now, it’s not just putting products, services, companies or people together. It’s also putting assets together, tangible and intangible, as I’ll explain in a moment.

There might be an asset that’s out there that you know of, say a bunch of unsold advertising time on a group of radio stations that a target company that you want to do a deal with can use. But they don’t know that fact. So you go to the radio station to get them to put up the advertising for no up-front payment. (Believe me, it’s much easier than you think.) Instead, you offer the station a big share of the product sales their advertising generates for companies you use it for.

Then, after you’ve got the deal locked up with the radio stations, you go to companies and negotiate a bigger share of the profits than you have to pay out to the radio stations. So you make a fat profit “markup” in the middle on each transaction, just by putting yourself in the middle, in that toll booth position we talked about earlier.

This is a most unusual skill to possess, to say the least. And because it’s so rare, guess what? When supply is low, what happens? Demand is high. Actually, in this case, demand is nearly infinite, endless, insatiable — once you learn how it’s properly done.

So demand is super high. When demand is super high, what happens to money? It flows fast, deep and wide to those with the unique knowledge and skills. So the incomes from this type of methodology can be massive — and forever. And not just for yourself, but they can transfer and continue in perpetuity to your children, and their children, and their children, forever. With just one stroke of the pen, or

one binding introduction, you could be set for life for yourself, and for generations to follow, with just one deal. How many? One!

But what if you had dozens of deals, or two dozen, or 100, like I've set up? Like I said, hardly anybody else out there knows how to do this, and hardly anybody ever talks about it, and there's no existing program I know of on it. But I do this day in and day out as part of my work for all the clients and partners I help. And at the risk of sounding immodest, I do it really well.

Well, three months ago famed trainer Harv Eker asked me if I'd be willing to come to a unique new "concept-seminar" he was holding called, "**Never Work Again**" and help him out as a friend. He wanted me to speak with his \$2,000 a person attendees, and talk to them about my unique money-making, passive income skills set — and teach them as much about it as I could in two or so hours.

He also asked me that if there was any way I'd be willing, would I also consider creating some type of comprehensive long-term training program for people who were really serious about mastering this ability to generate passive income almost at will. If people wanted to take it to the next level and learn how to do this proficiently, and make themselves hundreds of thousands — or millions of dollars doing it, would I show them how it's done?

Well, it doesn't exist now anywhere, as I said, and we both knew that. So after serious thought on my part, before I accepted Harv's challenge, my answer was, "Conditionally affirmative."

But I told Harv I had to first present such a powerful short course primer introduction that people in the audience gained a clear, accurate and potent picture of just how lucrative and vast this virgin opportunity really could be for them.

That said, my goal then was to present an accurate picture of what someone could truly achieve using my skill set, and then see if the seminar attendees in the

audience wanted to continue on, if they wanted to continue to be coached and mentored by me.

Now, one of the things about being taught by brilliant people (as I've been fortunate to have done) — they tend to accelerate and vastly expand and enhance your understanding and knowledge on a given subject.

In that way, I probably understand this prosperous skill set at a level and dimension so deep, you'd get overwhelmed if I went full boat into it right now. So I'm going to try very carefully to focus you just on the most important key elements — the high points of knowledge, if you will — so you'll best understand them today. I'll try and keep solidly focused and on track continuously for the rest of this presentation.

Now, I've worked with all kinds of companies, all sizes, types of businesses the world over. But as most people know, I've not done a lot of work on an individual basis trying to help men and women like you create financial independence for business opportunity. So this is a first of sorts for me. So bear with me, please — and forgive me if I go back and forth talking about my regular business dealings.

Let's start with an obvious concept. Within every challenge, problem or goal lies monster opportunities. So in every example I'll share or concept I discuss today, you'll see I'm helping that company solve the problem, a challenge, or a goal they never realized they even had.

We'll be talking about mostly real-world examples today, not things that are theoretical... not things that people read about in some abstract textbook. We're talking transactions that I've actually successfully done, been part of, or helped other people do... business situations I'm actually personally familiar with, worked on... brilliant minds that I've actually collaborated with... You'll learn concepts, opportunities and strategies that you can actually walk out of the room you're in today after listening, and start doing it successfully and perpetually for yourself at the end of my presentation — if you're focused and attentive.

Stated differently, you'll be able to create at least one basic passive income stream on your own by tomorrow — if you listen to the rest of this overview education in its entirety — particularly all the concluding comments I make at the end to tie everything neatly together for you — so it makes excellent sense to you and you know precisely what to do.

The background of this presentation is very interesting and relevant too, so let me quickly share it.

When Harv first decided to do his “Never Work Again” concept, he contacted me, as I said, and asked if I'd do it. And he's known me for 25 years, and he pointed out a bunch of things I've done that each generated \$1 million, \$10 million, \$5 million of passive income for myself and my partners. I've never thought about that. I said, “Darn! I really HAVE mastered more viable ways to get control of business success and assets, and get them continually monetized than I'd ever imagined!”

So I went into this presentation very, very excited — very frankly, not just for you, the listener, or the audience I did at Harv's event; but my own business (for our own accounts as well. Because when I started thinking about it — I realized that I've made more money (for the time and effort spent) from passive income activities than anything else I've ever done — I'm talking like, \$500 million combined has been generated for myself, partners and clients.

But we'd never really looked at it as a major revenue source. We always looked at it in the past as an opportunistic sort of a windfall, episodic thing we just did when certain key factors converged.



So we spent a lot of time putting an extraordinarily focused presentation on how anybody anywhere in the world, any age, any skill set, any education, any gender, in any economic situation could create for themselves extraordinary streams of passive income.

We tried to address it in a way that you can do it for your own industry. You can do it for your employer. You can do it anywhere in the city or state or country you're in. You can do it anywhere of 500 different industries. You can do it anywhere in the country or world. You can do it full time, part time, all of the above.

And as we worked through it, I got very excited. Because I reconstructed all kinds of wonderful, lucrative, almost obscenely profitable different past deals, and categories, and areas I've done, where I had engineered incredible profit windfalls for myself and my partners very easily, and they were very replicable. They were situations YOU could duplicate, too, with a little guidance and direction.

My job today, then, is to be your advocate. My job is to make sure you get out of me everything I can give; so that this session hopefully becomes the most valuable and stimulating two-hour "epiphany: of your whole financial lifetime. I want to make sure I do a lot for you.

I think that's a good introduction, but before I talk a little bit more about my deal-making background and plenty of examples, I'll share a little of my philosophy. It might be a very good springboard for you to get oriented.

So I want to talk a little bit about how I became Jay Abraham, Marketing Wizard and Business Guru. It's relevant to your self-interest entirely.

Specifically, I think the one thing that defines me more than anything is my concept of upside leverage. And throughout my entire career I've been able to do things once and get paid for them forever — or certainly, for long periods of time. I'd like



to tell you a little bit about that so you can better grasp upon the true powers available to you that you can harness with any business — any business, anywhere in the world.

This is worthwhile, and I'm saying it not to extol my greatness, but rather only to show you how much expansive opportunity there is out there everywhere in the business world for yourself.

I got started at age 18. I had no formal education. I got married and had two kids at 20. I had the needs of somebody who's 40, financially. At 20, nobody cared. I had no skill sets. I started out on the expense side of the business, making nothing, and starving. I wanted to make a lot of money, and realized that one way — the only way, probably — to make money was to shift the strategy and become an income generator instead of an expense for the business.

Nobody, though, would give me any fixed income, no salary. But lots of crazy entrepreneurs were willing to give me opportunities I could work on — on a purely performance basis where I only earned if I performed. They might be selling something. They might be deal making. They might be middlemen, structuring deals — whatever. I did all kinds of different things — always being paid strictly for performance.

So I went through a ton of different industries and relationships all at the same time because I was trying to maximize my income-generating capabilities — so I could support my family. Well, three things happened:

When you only eat if you earn, you realize very quickly what works, and what doesn't — and what works better than everything else — so you get the most out of the time and effort you invest.

I went through tons of different industries and realized that people running one industry don't have a clue what people in another... or another... or another do. And that's a great opportunity for YOU today.

Because, you can take techniques, strategies, philosophies, business models, tactics, selling techniques... from one industry that are pretty mundane, and take them over to another industry (or many industries) that have never learned about them — and instantly, a concept that's as common as dirt in one field can have the power, the profitability and the bottom-line impact of an atom bomb, if you're the only one to use it for somebody's company, and if you plug yourself into the middle of each deal you do.

I've helped 465-plus industries — not businesses — industries. I've been involved and accounted for about \$8 billion worth of profit increases. I've personally either directed, overseen or analyzed \$500 million worth of advertising expenditures... \$1 billion worth of selling techniques... a couple billion dollars' worth of joint venture transactions.

I've mastered and been involved in direct selling... direct marketing... catalog selling... online/offline distribution... lead generating... conversion... trade shows... infomercials... just about every kind of method, approach or mechanism for generating business revenue and commerce, and regenerating it known anywhere — anywhere.

I've concentrated most of my life on maximizing the ways to get businesses more buyers... to get those buyers spending a lot more money ... to get those buyers coming back more often... to get the buyers to be more valuable by finding more ways to monetize them, and when the business thinks they have nothing else to sell to them... And I had to figure out all kinds of alternatives and ancillary windfall super safe ways to increase and maximize the profit potential of either a business, a product, a brand or a client.

And of course, I've had some very impressive successes. I took one company, for example, from \$20,000 to \$13 million — in about a year, with just one breakthrough concept I created for them. I took another company from \$800,000

to \$7 million in nine months with another concept. I took another company from a mere \$300,000 to \$500 million of revenue in two years. (Now, that was a low margin business, and it's a little misleading. But still, they made \$25 million on my ideas in one year alone on it.)

I've counseled more than 300 prominent experts — people like Harv Eker, Tony Robbins, Brian Tracey, Nightingale Conant, Steven Covey's organization, Deming's organization...

In the course of doing all that, I learned some extraordinary business building methods, profit-boosting techniques, wealth-generating philosophies that most people don't have any idea even exist. I've been able to use them in very powerful, "hybrid" ways to produce massive increases for business owners all over the world.

Now, let me tell you about some specific examples of how I've done that, where I've done that, and how people listening in this audience can do it, too. But also, before we do that, I want to talk about a concept that I've used and taught businesses to use for the last 25 years, and that's my Power Parthenon Strategy.

It's the way you can quickly develop multiple streams of passive income for yourself, using the same philosophy I've taught businesses on how to build their rapid marketing successes. Let me explain...

What I'm trying to do now is demonstrate how I've taken all the expertise and a lifetime body of work and understanding that I've amassed in growing businesses and multiplying profits — and have fully translated it over to how you listening, no matter where you are, can use it either — for your business...your employer...your family...yourself...to generate substantial cash flow and financial security (all passively) in a very short while.

So, when I go in and work with a business, the first thing I realize is that most businesses of any kind, anywhere in the country — or world, tend to build their entire success on just one revenue, or marketing, or selling activity. It doesn't

matter what it is. Usually it's either direct sales, or advertising, or catalog, or online. If we had time to do a poll of the attendees who are business owners, you'd find that for 80%, or 90%, or even 100% of them, their business comes ONLY from one activity, source, or approach.

Well, that one approach that a given business solely depends upon is very rarely THE most profitable, THE most powerful, THE most cost effective, THE most viable approach available to them. It just happens to be the one approach that their industry tends to lean towards.

When I get involved, I build businesses from six to ten DIFFERENT additional pillars, or Parthenons of revenue, of marketing, of prospect generation, of income... that normally triples, quadruples, sometimes ten times-multiplies their profit potential. And the key to what we want to talk about here today is how YOU can do the very same for businesses all over the place — **without having to manage a thing yourself.**

Remember, do something once — get paid for it forever!

We've got a concept called "**Capitalizing on Capitalism,**" and it basically, in a nutshell, means that any business of any kind, anywhere in the world has all kinds of hidden assets... overlooked opportunities... underperforming activities... undervalued assets... underutilized brand equity or distribution channels — that you can get direct control of, access to. Then you can put into play a broad array of constantly recurring income-generating activities for that business that you get a piece of over and over again.

Now, let's talk about putting YOURSELF into that toll position. It's the perfect time to bring it up.

I've got the concept (we talked about it briefly) of putting yourself in the toll booth position. It's the key to everything we want to talk about for the rest of this

session. The key to the toll booth position is your getting control of assets, access or flow. Think of yourself literally as a toll booth operator. Ka-ching, Ka-ching — people have to go through and pay. They've got to go back and pay.

There are an infinite number of situations in business where you can get control of recurring transactions... of ongoing sources of revenue... of specific types or categories of business... of certain forms of revenue activities in a business — and every time that activity, that transaction, that category of business gets generated — Ka-ching, Ka-ching. Money continuously can flow to you. You earn money without being there.

You might have to effort a little bit one time, but you get paid for it, if not forever, for a sustaining period of time. And that's the basis that forms this concept of Masters of Passive Income.

One of the things that **also** defines me, I think, is my concept of “**The Tom Sawyer School of Business,**” where I've been able to get control of an opportunity, or an asset, or a resource, or a revenue stream for a market... AND THEN I've gotten other people to do all the work for me, and yet I've gotten generously paid for doing it. Would you like to know how to do that, too? Here's the concept in a nutshell...

All of you from the United States certainly know who Mark Twain was. If you're from another country, Mark Twain is one of the classic authors from the 18<sup>th</sup> Century, and he wrote a lot about life on the Mississippi. He had a lot of very powerful characters, and one of them was Tom Sawyer.

Tom Sawyer was a very loveable, likeable sort of a waif-y guy who went around sort of defying traditional rules, living life his own way, and walking to the beat of his own drummer being a very unique, very appealing, very happy, very desirable sort of a character.



There's a story about Tom Sawyer that Mark Twain wrote having to do with whitewashing or painting a fence. Instead of painting the fence himself, Tom got all the kids in the neighborhood excited about what an incredible, fun experience it would be for them to paint the fence instead of him.

So he gave them all brushes and paint, and he sat in the corner in the sun with his straw hat and corn cob pipe, enjoying the rays, thinking about what he was going to do next while the kids did all the work, but Tom earned all the money.

And that became a metaphor for me for what you should be doing, too. You should get control of the business assets. You should get control of the business opportunity. You should get control of the access to the buyers, or market, or an industry, which is control of the flow or availability to the market.

But you shouldn't have to do much — OR ANY — of the work, yourself. You should always get other people to do all or most of the heavy lifting. But you should keep all or most of the profit.

Last year we actually identified 120 different ways or applications where you can leverage off other people's resources, get control of their opportunities, without doing much or anything yourself. We'll look at a bunch of them in a minute.

For example, all my life I've focused on upside leverage. And again, I'm going to go back and forth for this conversation — between my day job (which is growing businesses, multiplying profits) and my new avocation (which is mentoring you and this group, and groups like you, in the coming Masters of Passive Income — because, there's a “bridge connection” here that you will be able to capitalize on.

The key to what I've figured out to do with business is maximize leverage and multiply the performance, or the yield, or the profitability of the economic payoff of what they're doing now... how they're doing it now... or who they're doing it with and for. That's the crux of what this presentation is also focused on for you.

For example, again, I've identified 120 different ways that somebody like you can take advantage of other people, or business assets, brand, capital, sales force, clients, technology, research, distribution... And that's a way that can make a fortune for you, by getting control of it — any one of them.

One of the things we want to teach you now, and the key to all this, is how to look at any business, anywhere, and see a passive income opportunity you can harvest and get long-term control of... an opportunity no one else in the business itself sees, or does.

We want to put you in the position that it's only a matter now of whether the transaction, the deal, the opportunity is worth your time.

Because there are so many deals out there. You know the old song, "So Many Men, So Little Time"? Well, start thinking "**So Many Deals, So Little Time.**"

Now, we want to be able to reduce or eliminate the biggest obstacle that keeps most people in your circumstance from ever really growing outside your current situation, and that is either fear or lack of skill. We wanted to show you The Tom Sawyer School of Business right up front. Why? Because it empowers you to gain control of all the skill sets, all the assets, all the talent, all the resources you'll ever need to master passive income generation.

For example, one of the things we'll talk about today is how you can tie up control of a business, and we're going to fill in the blanks by showing you some of the wonderful possibilities. There's 150 different ways to do it. Get control of their inactive buyers... get control of their unsold prospects... get control of their successful ads, and use them somewhere else... get control of their active buyers for other products and services... get control of their products and services for other markets... get control of their brand... get control of their sales training... get control of their distribution...

And when I say that, the concept is immediately exciting to contemplate. I know it is. But the process may seem intimidating and a little scary to some of you. Nod your head to yourself if that is right.

How many people at this seminar presentation don't like the thought of contacting somebody who owns a business and trying to do deals, or sell them a concept, or negotiate a right, or set up a joint venture? Shake your head if you don't like that. I bet 75% of you are doing this right now.

So, OK, now here's where The Tom Sawyer School of Business comes into joyous play for you.

Now, I wonder how many listening on the call love making deals... love calling on people... love selling... love trying to make ambitious, important things happen. Nod your head to yourself. Well, I suspect some people nodded their head twice because they were either conflicted, or they have split personalities! But I'm trying to make a point here. Here's the key:

In the world today, you can find thousands, if not tens of thousands, or hundreds of thousands of men or women who can sell... who CAN negotiate... who CAN manage — but who need the vision and direction to know how to do it... where to do it... what to do with it.

And you could easily enlist them to do all your bidding for you, like Tom Sawyer got people whitewashing the fence. But you'll control and own the deal — and all the access to the cash flow that comes with it. They'll merely receive a modest piece, a modest little share of the profits. You pay everyone on performance only. So it never costs you a thing — unless you make a bundle from it.

For example — and we're getting a little divergent here, (but I'll give you a bunch of specific examples in a minute to make the point more tangible). Let's say you wanted to get control of the buyers who are no longer active in a given business.

Let's say you understood how to take those buyers who bought a certain category or type of item, and you know that they'd be perfect buyers for lots of other related products. All you've got to do is get control of them, and then connect them to all those other related products, and the spigot of passive income will flow wildly into your bank account. Put yourself in the middle. In that "toll booth position".

But there's a problem. You're intimidated about contacting them. You're intimidated about structuring or doing the deal. You're intimidated about working through the paperwork. You're intimidated about establishing the value to the target's business involved with you making the money for putting it all together. But you DO see and understand that what we've got to offer can be done — by the right skilled person.

Well, guess what? There are so many people out there who love to sell, but don't know how to use that skill set. You can bring them into your model, Tom Sawyer-like. You can give them a minority interest in deals, or revenue, or cash flow, or in a specific profit center. There are a lot of ways to do it, but the key is that they do all the work for you. They tie up the deal. They get you the rights. They make all the direct connections. They manage it. But for you, not for themselves. YOU can keep all the money.

Those kinds of skill sets are available in anything you need, whether you need someone to sell the deal... whether you need someone to manage the deal... whether you need someone to implement the different elements... All those skill sets are infinitely available, purely on a minority performance basis. And I can prove it to you right now.

In this audience, of 1,000 or 2,000 people, there are business owners... there are employees... there are students... there are housewives... there are retirees... there are divorcees... there are widows. They're young. They're old. They're educated, or not.

Nod your head if you're skilled at managing. Shake your head. Fully 1/3 of you will be good or great at managing. About half will be really great sales machines. 1/4 will be amazing negotiators and deal makers.

OK. Now stop nodding before your head falls off, OK?!

If somebody came to you and could show you that for spending a few hours a week managing a project for them part-time you could make, say, potentially \$10,000 a month from a project, and you had to put no money up, would you be interested? Nod your head, again. I'll bet big money that almost every one of you nodded yes, absolutely, to that question.

OK, now flip it. Who can sell? Shake your head. Again, it's usually always about half of an audience. So if somebody said to you salespeople, "If you'll sell the deal for me (and by the way, I'll show you guys everything you need to do and say to get people directed) and then flip it to my operating people — who will manage it, I'll give you 10% of the profit forever. And that profit might be \$50-, \$60,000 a month. But I'll give you a 10% profit interest for every deal you've set up." Would you be interested? Shake your head yes.

Some people probably shook their head twice, because you're multi-talented, and that's OK because the point I'm making here is not trying to sell you in the audience on doing it for someone else.

I'm trying to show you that, in the world today, there are so many quality, dedicated, self-motivated, highly-directed people like you who you can get control of to do all the work for you — if you master one simple thing.

And that "thing" is Visionary Leadership.

Because, the key to all this opportunity I'm opening up for you today is installing yourself in the role as the leader, as the visionary, again, in that "Toll Booth Position",



motivating other people, and giving THEM finally what THEY want — the motivation, certainty and direction — so that they will deliver to you what YOU want — but with YOU keeping the lion's share, if not ALL the profit.

Two key points, now.

ONE is I think it really comes down to developing an opportunity-based or opportunistic mindset. I call it “becoming a realistic opportunist, or an opportunistic realist.” But (and I mentioned this just a minute ago) I've developed about 150 killer ways you can do it. But I'm going to keep my demonstration today down to the ten easiest pathways that we've developed.

We call them “Ten Pathways To Passive Income Prosperity,” but it's ten very structured, profit-certain pathways for people to rapidly develop passive income for themselves.

Let's talk mindset, first.

I believe that you either have one of two mindsets: you either go through life with a work ethic, or you go through life with a Wealth Ethic.

A wealth ethic is a whole different focus. It's a focus on leverage, getting the highest results for minimum time, effort, expense. It's a laser focus on undervalued opportunities, untapped assets, underutilized resources. It's focused on getting control of huge undervalued financial situations. It's a focus on seeing opportunities, connections, and profit possibilities no one else does, and then knowing how to get them solidly monetized.

That does not mean, by the way, that you have to do anything yourself. You just need to know how to motivate and lead other people to make things happen for you. And if you think about great business icons, industrialists, well-known entrepreneurs, they are all masters at getting other people to do the hard work and

heavy lifting for them so they can spend all their time thinking, guiding, networking, leveraging off of everyone else's efforts.

And I've got to make a big point here, before I give you EACH what YOU want, which is the first pathway.

You already know people who are masters at leveraging skill. Everyone thinks, for example, that Bill Gates is this incredible business genius, right? And he is. BUT you know what his biggest ability was, and still is? (You're supposed to say to yourself, "No, Jay, what is it?")

He got control of somebody else's operating system for a one-time payment of, I think, \$50,000, and then he re-licensed it over, and over, AND OVER again — Ka-ching, Ka-ching, Ka-ching, Ka-ching... — to all kinds of other computer people who paid him royalties and usage fees continuously forever. And that cash flow was what funded everything else Microsoft has done.

Howard Hughes' father's brilliance wasn't developing a better oil drilling bit. It was refusing to ever sell outright that bit to anyone. Instead, he leased or rented it to drilling companies by the week, by the month, or by the job. So they kept having to pay him to use that drill bit over, and over, and over again.

Think about Colonel Sanders, what he did when he sold Kentucky Fried Chicken to the PepsiCo people. His genius was not the business he built. It was the transaction he did with PepsiCo. He supposedly sold it on the basis that he got \$.05 a bucket for every bucket sold anywhere in the country or world, forever, and that royalty supposedly transferred to his heirs upon the Colonel's death, and that royalty succeeds him through his estate still. Ka-ching, Ka-ching Ka-ching...

I want to teach you — right now — all the neat ways you can immediately put yourself into that same toll booth position, and do something once, but get paid for it over and over again.

Now, on to the ten pathways you're so eager to hear about. I suggest you take loads of notes, and again, be focused. Let me try to explain how we came up with the pathway concept.

What we did was look at a lot of the most lucrative transactions I've ever done over the years, and focused on the deals that were the most valuable. Then we figured out what different deals had in common so we could "group-organize" them into categories, or "prosperity silos," as we call them.

Well, let me tell you first that when I work on someone's business, here's what I do:

If I were again doing my day job — maximizing a business — The first thing I'd do and look at is what they're already doing right now. How much is it underperforming?

I take the activities they're already doing, consciously or unconsciously. In other words, there are tons of things going on in a business they don't even recognize. They're getting referrals. They're getting walk-ins, call-ins. All their salespeople are making presentations every day. People are buying, coming back, buying again, buying other things almost automatically...

I identify all those different activities and about 30 other impact areas or "leverage points," as I call them, first. Then I systematically go about maximizing each one of them. Because, most companies grotesquely under-perform. Oftentimes, I can get each one to produce 50%... 100%... as much as five times more productivity, revenue, profit for that business.

Well, when you get five to twenty activities, each one producing, say, 50% more results, the combined result is as much as 1000% more profit to the bottom line. We're talking ten times more income instantly.

Then, after I've done that maximizing, I start systematically multiplying results by adding new revenue streams... profit centers... selling systems... new products... services... new ways to profit from old clients — even ways to prosper from prospects they didn't sell.

What we did, then, for you was take a bunch of the best passive income-generating successes that I've engineered in my career for business clients, and we tried to categorize them into, well, these “silos,” for lack of a better word — They are very vertically “easy-to-comprehend” categories that we could simply explain and clearly demonstrate to you today.

We created what we're calling “The Ten Basic Pathways.” We have the ten different basic routes to passive income that you can most easily and rapidly harvest from almost any enterprise, almost anywhere in the world.

Again, the key is not how hard it is to find one. Because they are EVERYWHERE! It's going to only be a matter which ones offer you a big enough, long enough, ongoing payoff that's worth your while to pursue. And that will change and be moving up —constantly, as you get more confidence, and you raise your personal income standards.

Let's start...

First pathway: It's **focusing on new income for a business from what they're already doing**, just like I said. First, a clarifying point...

When I talk about what I've done passively, I'm not talking about me personally actually physically going in there and doing any of the time-consuming or difficult work. I'm talking about me seeing the big opportunity... me taking advantage of that opportunity by tying it up... then getting others to work hard to make the profits happen for me. I pride myself on being what I still call “the world's biggest ethical opportunist.” My job is not to do any of the heavy lifting. There's no

leverage in that. Rather, my job is to understand what no one else sees and understands... to see it... to seize access, control or participation... and then to get other people to do the work.

In the case of clients, it's the client who executes. In the case of passive income, I recruit a support person who only earns a performance-based share "tiny" share, — in direct proportion to the result we produce (at least at the beginning). So it doesn't cost me anything out of pocket. But then, if it works well, I might convert them to a pure salary, because that's cheaper. But I keep my option open. Does that make sense? Hopefully, it does.

OK. First category and pathway, again — new income from what a business already does. And as I said, if you look at a given business, any business, there's about 20 to 30 of what we call leverage or impact points, depending on the business, and we've identified all of them. We try to figure out the easiest, fastest, most effortless ways to make what they're doing right now pay off better for them and for us in the future. I'll give you some examples, OK?

First of all, referrals systems. Almost every business has between 20- to 100% of their revenue coming from referrals or word of mouth. Often times (say, for 1/3 of the private business out there) it's all of it, and there's 30 million of them that you can work with. That's a large percentage. Yet almost none of these business have in place at any time even one formalized, systematized, ongoing, sophisticated, strategic referral-generating system in place that works for them 24/7, generating more referrals.

Since few business owners have any referral systems or strategy in place whatsoever, there's a huge "instantaneous," passive income opportunity for you. Because I've looked at 468 different industries, and uncovered not one or two, but 93 separate, unduplicated referral-generating systems — not just approaches, but systems — 90% of which cost a business owner no time, no effort, no expense to

implement whatsoever. All the business needs to do is to shift what they're doing when they interact with their buyer, or their patient, or their client... and two, three, four times more referrals occur.

If you're a passive income master, under our personal mentorship — and you knew what those 93 separate referral systems were, that's just one area of impact for those 30 impact points. If you picked out three or four of the easiest referral systems that would be most applicable to that given business you wanted to do a deal with, you could maybe double... triple... quadruple the number of referrals that business generated every day, week, month, year — forever.



And you could get paid either so much for every new buyer... or so much for every specific type of product or service coming from it... or so much from the profit from different transactions — your choice. Ka-ching, Ka-ching Ka-ching...

And that's one out of about 27 opportunities in this first pathway alone.

The next pathway — **reactivating old buyers**. Almost no business out there understands the concept of attrition. Attrition means how many once-active buyers no longer buy. So if you start looking at this as I have done in my day job, once you understand it, here's the exciting reality: 50% of all the inactive buyers can be reactivated pretty quickly.

There are usually three reasons people stop buying:

1. They had an interruption in their life or their business that had nothing whatsoever to do with the company they were dealing with. They just stop



buying and never started up again because they got negatively habituated. A few simple communications, expressed properly, and a ton of them will start buying instantly. I can teach you those communications in a few hours.

2. They had a bad experience that they never complained about, and if you just know how to assuage, or placate, or acknowledge them correctly, you can bring almost half of them back instantly. Again, I can tell you the three most powerful methods in about an hour.

3. They outgrew the need for the product or service, but they're still a perfect source for generating a wonderful flow of referrals, all of which — Ka-ching, Ka-ching — could make you big, big money for a long time. We've brought back some businesses as much as 10,000 dormant customers with this technique. This bonanza could be a passive income home run for you in just learning it.

Does that make sense? I hope so.

Next: **getting more prospects to buy**. Most businesses aren't very sophisticated. And again, the coolest thing about all this is that I've been able to take from my extraordinary body of work in marketing and translate it over (almost seamlessly) to passive income generation. I'm just giving you a couple of quick, exciting, simple examples out of the first ten or so categories because it's so exciting.

Most businesses generate prospects, leads, walk-ins — but they do not look at how to maximize the number of them coming in... but they do not look at how to get more of them to buy, either.

The most hilarious thing in the world is when people come to me who do a lot of online marketing. They'll say, "Well, Jay, I need to get more traffic." And I'll say, "Well, wait. Let's look at how much traffic you're getting right now." And they'll say, "Well, I'm getting 20,000 visitors a month." I'll say, "Well, how many are you

closing?” And they’ll go, “Um... I don’t know. 50 people.” I’ll say, “Well, wouldn’t it make better sense to close 200 of those people calling in , or multiply your conversion rate — well before you go out and try to get 30,000 more prospects each ?”

It’s a lot easier to get more productivity, more profitability, more convertibility out of the people you’ve already got going through your doors than it is to attract two or three times more people. I’ll give you an example:

We had a furniture store one time who was getting 1,000 people coming into their store a month. They were closing 15% — 150. We tested 33 different ways of greeting people at the front door. One of those ways tripled the number of closures. It went from 150 to 450 a month at an average sale of \$1,000. You do the math.

By the way, do you want to know what it was? I’ll tell you. It wasn’t “Can I help you?” It was, “And which ad brought you in to the store today?” Why did that work? Well, it gave control of the whole transaction to the salesperson. But the point is, it took absolutely no more time.

Just greeting people differently at the front door tripled the number of people coming in... which probably quadrupled the number of referrals... which probably ten times multiplied the repeat business — all from one transaction. Pretty exciting?

In the example I just gave you, we quadrupled the profits of that business in one fell swoop. If you were sharing in that increase you produced, you’d make a bundle from just doing that one simple transaction shift.

Well, I’ve got lots of systems that do just that. But I’m just trying to give you a couple of easy illustrations that, once you go into a company... analyze it as one category of the 20 or 30 impact points... find the three or four techniques in that category that are no-brainers... figure out which ones are the easiest for you to apply, install, and most rapidly profit enhance... then you negotiate whether you’re

going to get paid so much a sale, so much per new client, so much per reactivation, so much per added product sold... ka-ching, ka-ching ka-ching... And you set it up on autopilot.

You could do that all day long with as many companies as you wanted to go after.

Now, I'm trying to keep this introduction to mastering passive income on track. So let's go to the next pathway. It's **adding new profit centers to a business' existing model**, and this is like selling other things to existing clients. What most people in business don't realize is they see themselves as a single- or limited-product or service business, when in fact what companies are doing is identifying category buyers who buy lots of other related things in that category.

What we do, in my main job (and it's the same thing I would do if I were teaching you passive income mastery), is we look at a given business. We look at the products or services they currently sell. We look at the people and types of buying interests they sell to. We ask ourselves the following question: What other products or services does the same buyer buy right before, during, and right after they buy the product that you sell?

Once we figure that answer out, we go out and tie up the rights to those complimentary products or services, and to the majority of profit that those products hold. Then we go to those companies and we make deals with them to offer those related, complimentary, preceding and post-sales products or services to their markets. And we generously share in the windfall revenue — FOREVER. And you can make a bundle doing this, too.

I've made tens of thousands of dollars on one deal alone per month. I'll tell you a story in a minute that will help demonstrate and dimensionalize this. Let me give you another example:

I wonder how many listening in the audience own a condo or a house. Probably 80%, or maybe more. How many of you have ever remodeled or redecorated any portion, internally or externally, of that structure? Inside, outside, roof, yard, kitchen, bedroom, bathroom... Probably almost 100% of you.

Now, answer me THIS question to yourself: How many of you maybe did it modularly — one activity at a time? Maybe you did the kitchen first... or maybe you did the driveway first... or maybe you did the roof first... or maybe you painted the inside or the outside... After you did one segment, you suddenly looked at the house or the condo and thought, “I’ve got to do more.” So then you went out and you did the bathroom. Maybe you did the closet, or maybe you did the landscaping. Shake your head if that sounds familiar to you. Almost everybody is nodding wildly now.

OK. This is logical. I’m a super-logical person. Most people who sell home improvement only sell one home improvement. So what we do, as masters of passive income — we go to as many of these home improvement companies as possible with a certain kind of proposition. We tie up the rights to take their past buyers of one home improvement, then we make those prospects available to other complimentary sellers of other kinds of home improvements, from inside, to outside, to landscaping, to swimming pools... And we get a huge share of the profits from those leads because most people in business don’t realize what the leads were worth.

If anybody on this call is in the home improvement business — any kind of home improvement — carpet, pools, roofs, kitchen remodeling, garages... you know that it easily costs you a ton of money to get leads, doesn’t it? (You’re probably shaking your head madly.) And you typically only convert maybe one to three or four of them.

But if you can get a infinite supply of super-qualified people that you know have already committed money, AND have the capacity to do more business right now,

would you be willing to share a nice portion of the profits on any business you did with them after the sale with me, or with someone on this call that brought these red-hot leads to you, instead of having to pay for cold prospects to the media?

Yes, of course! You'd be crazy NOT to take that deal. And the average remodel home improvement deal is, what? \$10,000, \$15,000 \$20,000 \$30,000? And the profit's about half, isn't it? Shake your head. (I can feel all the home improvement people shaking their heads and saying, "Yes, yes, yes!")

So, let's say it's only a \$10,000 deal. \$5,000 is profit. If YOU got \$2500 of it, and you paid \$1250 back to the company you got the leads from, and you kept the other half — pretty good. But, if you did it with 20 or 30 different non-competing home improvement companies in three or four cities, do you think it might be — Ka-ching, Ka-ching — an interesting and substantial passive income opportunity for you?

All you do is get control of these past home improvement buyers, and then pass them on to your army of "Tom Sawyers" to do all the heavy lifting for you. (Tom's going to be a very busy guy when you get off this phone, I know!)

Let's move on to the next pathway category. I need to move fast, because we're going to run out of time, and I want to tie it all together very masterfully at the end.

The next pathway is **new ways to use their existing assets, resources, and activities**, and this relates both to tangible and intangible areas. I deal with a lot of assets and activities that most business owners don't fully value.

For example, endorsements. I've generated over \$2 billion for myself and my clients, by realizing that certain kinds of businesses have spent 10, 20, 30 40, 100 years building goodwill with their buyers... building credibility... building a trusted relationship and reputation with their market. They have a powerhouse brand and a

trusted relationship that is extraordinary. But they only use it for selling their limited array of products or services.

You can get control of that endorsement, and you can put it behind all kinds of other quality products and services that are related, and you can generate hundreds of thousands, or millions of dollars in windfall profits for almost no cost to you or the company whatsoever — and get a huge piece of the profit for knowing how to do it. Let me give you an example...

I was in the investment field years ago, and I represented a gold brokerage firm. I went to ten financial newsletters who dealt with hard assets — gold/silver-type investors. I got them to endorse my client's investment company. My client went from \$300,000 in meager sales to \$500 million annually — in two years. He paid nothing up-front for marketing. He only paid for results the endorsers produced for us. I made \$2.5 million just for engineering it, and letting them all do the heavy lifting.

When I got into the seminar business, everybody else was running ads in expensive magazines that they were paying big money for. They were also sending out lots of direct mail to cold lists, and they were lucky to substantially fill a \$500-a-person seminar.

I didn't want to do that, so I went to my old clients who had high-level business owner, entrepreneur, or professional subscribers, members, or buyers. I went to Nightingale Conant. I went to Tony Robbins. I went to 20 different financial newsletter publishers. I went to *Success Magazine*... and had them ALL endorse me directly to their audience. **And I did \$100 million for almost no marketing expense whatsoever.**

Oh, yes — and because of the credibility of my endorsers to their market, I was able to charge not \$500, but **\$15,000 per person**. *That's 30 times more profitable.*



I think it's important to use another example of how I did a deal with Nightingale Conant, and also the example of telemarketing, because it'll show you some really cool areas. So let me give you those two right now.

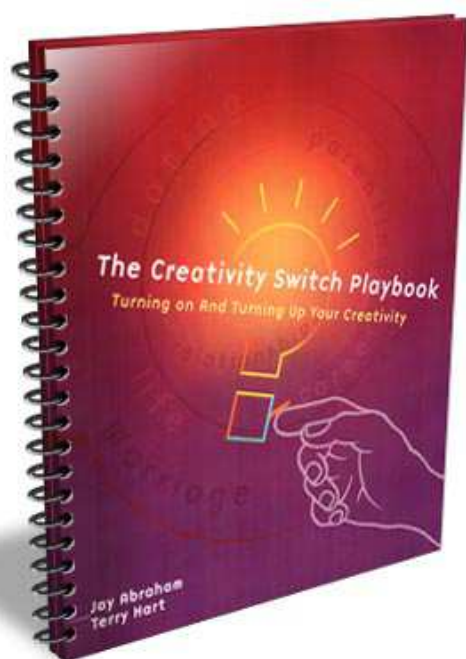
Nightingale Conant — I made them, I think, \$10 million – total – from this. This is not passive, although it was for me. It was in strategizing and counseling. They were in the business of producing audio programs for personal improvement, business improvement, and skills training. We found a ton of companies out there like Fred Pryor, who just did seminars and nothing else — low-priced seminars. They did tons of them, but they didn't sell anything in the back of the room.

I got Nightingale to go to Fred Pryor, and got them to let Nightingale — at Nightingale's own expense — ship out to everyone at Pryor's well-attended seminars a bunch of Nightingale audio programs, and then Nightingale would hire a local temporary employment man to just man a booth in the back. At the breaks, and at the end of every seminar they'd offer packages of Nightingale's audio programs to the people as they went out the door.

I found a new way for Nightingale to use their undervalued asset. I found a new way for Fred Pryor to use their undervalued assets, which were motivated people in an audience getting live education, but not recorded or home study training. And they both split profits. Nightingale Conant made somewhere close to \$10 million just for making that money connection, as I call it. And it really became a semi-passive income stream for Nightingale once they put a system in place. Because, all they had to do was supply the product and hire outside people.

Now let's talk **telemarketing**...

There are a lot of companies in the telemarketing business. Normally, they either are consumer-focused, or business to business-focused. They're very rarely both. If they're consumer, their optimal hours for working are three in the afternoon until nine at night, as long as you're not on the "Do Not Call" list. If it's business to



business, it's more like eight in the morning until three in the afternoon. So there's great synergy.

So the ones that sell business to business are done working at three, and their facilities, their expensive equipment, and their millions of dollars' worth of technology are dormant. Same thing for the other — it's just reversed.

You can get control of those telemarketing organizations' people, facilities, technology in the off hours, and get control of millions of dollars of assets merely for paying them

a performance-based, profit-sharing deal... then use them for selling the opposite-type product, and only pay the owner of the facility a share of the profits you earn for putting the deal together. Doesn't that make sense?

Now, when I'm talking about getting control, I'm just basically talking about getting an agreement, or the right to market to, promote, or offer to use their facilities. I never put any money down. I understand how to use "future performance payments". You'll understand that, too, if we mentor you in passive income mastery.

If someone wants \$50,000 up-front for something, for example, I'll say, "OK. I'll give you the \$50,000, payable by doubling your commission you'll receive in the first three months — until you earn all that extra money back."

And there are numerous advantageous ways to negotiate, too. There are powerful "preemptive positions" you can use, and there's a structured way to do almost all of what I'm talking about (and I'll tell you about it when I'm done at the end) — all without putting up any front money. No risk needed on your part, either.

Let me tell you the cool thing about licenses, because there's an opportunity here that's cooler than cool.

If you look at any business out there that is more successful than the average company in their field, the odds are exceedingly high that they do at least one thing in business — and maybe multiple things — better than their competitor.

BUT they probably don't know what those things are. For some businesses, for example, it's production superiority. For some, it's their selling ability. For others, it's marketing. For some, it's management. For some, it's cash management. For some, it's inventory control.

It doesn't matter what it is. When you figure out what specifically their “*superior performing*” skill set is, you can take that under-utilized skill set, turn it into a turnkey process and system, and then sell it, license it, or joint venture it with other people in the same, but not competitive business or related industries. Let me explain...

I had a client one time who had a car wash. They developed a system for increasing the number of people that upgraded to the full, deluxe hot wax and detail package. They had, like, three times as many people doing upgrades weekly as normal, and that made them an extra \$20-, \$30,000 a month. That was good money.

But I showed them how to take that skill set to other car washes all over the country outside of their area, and license them to use it every month for \$200 apiece. Well, 2,000 car washes paying you \$200 apiece passively — Ka-ching, Ka-ching, Ka-ching — to use your skill set is pretty good.

I had a lumber mill that had specialized in focusing on kiln drying. That's where you'd use the process of taking green timber, cutting it, putting it in a heated unit that cures it and turns it into board — you know, usable lumber board.

Now, if you do it wrong you have lots of waste. If you do it wrong, and you have a lot of scrap. Do it wrong, and you have a lot of C- and D-grade lumber, instead of A- and B-. Do it wrong, and you use two or three times the energy, which is the biggest expense in the industry.

My client was masterful at getting the maximum A-grade, the minimum amount of energy waste, and the minimum amount of scrap, and he used it only for his own lumber mill.

Now, lumber is so heavy that if I gave it to you, you couldn't afford to ship it more than about 400 miles. So I showed him how to take his kiln-drying skill and quantify it — in other words, demonstrate to people in lumber mills all over the world how it would make or save them hundreds of thousands, or millions of dollars if they used it.

He started out selling a training program for \$25,000, and made \$2.5 million windfall the first time. Then, at my insistence, he shifted to licensing, and made \$4- or \$5 million a year with it just by recycling it.

I had a dry cleaner that bought all my marketing stuff, went into all my programs, and became very good at marketing his dry cleaning facility using my methods. His facility did about five times what the normal dry cleaner would do. BUT the problem was that he wasn't ambitious enough to want to do anything more than operate his one dry cleaner in Chicago.

I showed him how to take all his marketing, his advertising, and license 3,000 other dry cleaners outside of Chicago for a fee of \$100 a month to use it. You do the math — Ka-ching, Ka-ching!

But the key here is that when you realize all these skill sets, all the abilities, all the undervalued processes or systems of every kind that businesses have perfected, but not recognized. All you've got to do is figure out what they are, and then figure

out how to denominate what it means to other similar businesses...in added savings, greater efficiency, profit improvement... to the bottom line. And then show these businesses how to take advantage of it. You get control of that process, and then you can license it all over the country or the world. Ka-ching, Ka-ching!

And again, if you use the “Tom Sawyer School of Business”, all you’ve got to do is know how to guide somebody else — or many somebody elses — to tie up the rights and marketing it for you. Then you’ve got somebody else to go out and sell it. Another guy ties up the rights. Maybe he gets 10% of the profit. The person who sells it, maybe they get 10% more of the royalty. YOU get 80% for being the brains while you’re sitting at the beach, having a ball.

I want to make a really quick point. Essentially, what we’re saying here is that whether you’re a business owner and you have a technology or an expertise, you can license that. But also, if you’re someone who can recognize a business that has expertise, or has a resource, or has a methodology they don’t value, you can actually broker that and become the person in the middle — the middle man or woman, sitting back and smiling in that toll booth position, collecting checks. You could do it yourself.

If WE work with you, you’ll learn how. You’ll get the simple transactional templates. You’ll get an Opportunity Discovery Matrix... It just comes down to whether the opportunity is big enough for you, once you get serious. Because, you’re going to start raising your sights of how much and what’s possible. And our goal — we originally called this concept “Mounds of Money,” (and that’s a little crass, but...). The concept here is to amass ever-increasing levels of passive income from more and more sources, each and every month.

The idea is that you get one stream going... then you get another stream on top... then you add another stream... then another... And there are two approaches

to doing this. But I'm going off point, so I apologize. There really is a very organized method to my madness that I'm trying to present here.

But the truth of the matter is there's a blend you should go after of long-term, almost perpetual income streams and shorter-term, more opportunistic windfall ones. Because, there are certain things and deals you can do that are going to be short lived, but they're going to be such massive windfalls that it'll be almost unbelievable.

Let's continue...

The next pathway — **new ways to use a business' products or services in other fields**. First, businesses are typically very linear thinkers. It's not their fault. It's just that they spend their whole lives in one field or industry. They don't understand possibilities outside that limited business scope.

You can take their business to other markets. You can package their products in different ways. You could take their products to other virgin industries. You can take their services and use them as bonuses for other companies to offer with their products' as purchase incentives. That's just for starters. Let me give you a couple of examples.

I had a client one time, and it was a subscription-based business. They were doing regular subscription offers in newsletters. I went out and got control of a bonus which tripled the number of people that subscribed to their newsletter. I made a profit on the bonus. And I got 1/3 of the increase in the number of people who subscribed — just for putting it together. They did all the work.

One time I had a client who had an amusement park. They were situated below a big pier, and they didn't market at all. They just sort of let people come down and find them. They never looked at the profit implications of a sale.



But I'm very disciplined. You will become, too, IF I work with you, on how to analyze and measure all kinds of things, and look at the financial correlations, implications, profit connections, as I call them.

I figured out after analyzing it for that company that the average person coming down there spent something like \$10 when they came into the place — \$10. So with that piece of information at hand, I created vouchers good for 50¢, which was one game play at the arcade.

Upstairs on the pier level we had about 100 different vendors — hot dog stands, balloon sellers, kite shops, fish and chips booths...And we gave them ALL “One Free Play” certificates they could give free to anybody who spent at least \$3 with them. So now every day they were giving away 500 to 1,000 certificates, and a couple hundred extra people are coming downstairs to redeem them. Every time they redeemed their 50¢ certificate, guess what? They were spending \$9.50 more with my client, which was almost ALL pure profit.

What if you had figured that out and tied your compensation to every certificate redeemed? If you know you're bringing \$9.50, and you got an extra \$1.50 of that expenditure as your share, and it's bringing, say, 300 extra people in a day... Ka-ching, Ka-ching, Ka-ching! You do the math. It's not big, but I'd like to make an extra \$450-a-day forever, just from that one simple realization — and doing nothing else. And there are lots of other ways to do similar no-brainer deals, too.

We did an analysis one time of health clubs and martial arts students in Australia. We found that when you



give away a three-month trial it had a far higher incidence of people converting to paying members. So we took three-month trial memberships that were worth a lot more in perceived value. They were worth about \$600 each. We gave them to high-end retailers — clothiers, jewelers, car dealer ... and actually sold them for a nominal amount — \$10 each. They'd give them away as bonuses for people who spent \$500 or more with them of as value added "royalty rewards".

I gave most of the \$10 that I got to the other people that I had selling the certificate. But I got 1/3 of the conversion of the people that became paying members.

If you understand that relationship, set it up, (and you can do it all over town... all over the state... all over the country... all over the world), it'd be pretty interesting, wouldn't it? Does that make sense?

I'm going to start giving you only a few examples now, because I want to have enough time at the end to give you some very specific direction on the actions you should take next.

I'm going to make another point, and I'm sorry. But the key to what I'm explaining is that you can do this for yourself... or you can do it for your business... or you can use it to expand your business... or you can use it as an investor, and put other people into business doing it... or you can do it for and with your family members... or you can do it for your employer — or you can do all of the above, or any combination — your choice.

It's limited only by your understanding of the powerful sphere and scope of options, opportunities, and access and assets, and your sense of possibility and commitment to action. Just keep thinking, "Access and assets." It's all about access, assets, control —and letting everyone else do the hard work.

The next category — **new ways to use a business' under-performing activities**. Almost every business has a lot of activities, or a lot of operations that

currently under-perform. The first thing you've got to do is recognize what they would be, and again, there are always going to be 10 to 30 impact (or leverage) points in every category.

When you identify them, your next job is not to find the hardest and most complex ones to go after. But rather you want to focus on the easiest, most no-brainer opportunities to start out with. And then, as you start building lots of streams of cash flow, you can fund and take the time to invest in the harder, bigger-payoff activities. I'll give you an example:

Years ago a very bright person realized that cruise ships were a perfect place to do art auctions. So they tied up the rights to do them on all kinds of different cruise lines, then they "flipped" those rights to a bunch of well-capitalized art galleries. Every time the cruise ship sets sail, the gallery sells a ton of art to thousands of people, and the guy who flipped it gets a piece of the pie. Ka-ching! Ka-ching!

Talking about art, I own about a half million dollars' worth of art I've gotten over the years from consulting. I've gotten it from a couple of artists. One of them is a guy whose artwork is owned by The Sultan of Brunei, Andre Agassi, Richard Branson...But he's not a good marketer. So every time I do an expensive seminar, I get him to come in with \$2 million worth of spectacular art and put it around the room (on the walls) for three days.

That does two things: It transforms the room and the experience. But it also sells about \$60,000 to \$100,000 worth of art for him. And he's not very ambitious. Because I counseled him to do it all the time, and set up arrangements with all the conference hotels all around the area.

Take a look at the room you're in next time you go to a big seminar or conference. It might be a nice room, but I'll bet you \$1,000, that if I put \$2 million worth of art around that room, it would transform it. I'd also bet that if you're looking at

magnificent, captivating art for three or four days in a row, 10 or 20 or 30 of you who've got money and have a passion for it would buy it.

But I'll also bet more money that if you understood that you could make a deal with that hotel that every time there was a major event going on, you'd decorate it with someone else's art that you got control of for nothing. You basically share with the hotel half the sale, and the other half went to the artist. Guess what? Do that in four, or five, or ten seminar-based or convention-based cities with hotels and the time and...Ka-ching, Ka-ching, Ka-ching! Doesn't that make sense?

I think the one about the window advertising on the ground floor is a real quick, simple, easy one that'll turn you on. I had a client in Australia. They went downtown to Sydney to all kinds of offices on the main ground floor, and they tied up the rights to put advertisements inside the windows facing out to the people who walked by. After they tied up enough aggregate rights from enough offices, they then went to the big sign companies and they flipped those rights over to them, getting a big fixed fee up-front, plus a small share of the ad revenue the sign companies got for using the access for their advertising clients.

It's all about getting the rights to something, and just flipping them over to someone with better capital, staff, resources... who'll do ALL the work, spend ALL the money, put up ALL the resources — while YOU make a generous *continuous* profit share forever. That's it. The whole key to all this is to understand that it's all about tying it up and letting everyone else do the work.

Let's go to the next one... **New ways to get other sources to drive sales to a business.** I have a friend who makes about \$1 million a year passively, pretty much by being a finder. He made it a point long ago to make close connections with everybody in the financial and health newsletter field. That field is driven by copywriting. There's an insatiable need for talented copywriters.

Then, after he tied up all those relationships, he got in touch with a bunch of people in the copywriting field and he made it known that he had the inside track, the pipeline, to the newsletter people. So copywriters come to him with the samples, with a demonstration of their work. He signs them up to long-term contracts to represent them as their “agent”. He then sends their sample work off to a bunch of these newsletter people he’s made contacts with. But he doesn’t do it himself. He’s got subcontract staff that does that — all paid on a performance basis percentage of the profits. He’s not even in the office more than an hour a day. *Ka-ching!*

The newsletters review the different submissions, pick the one or ones they like, then they hire those writers through my friend. He gets 20% of all the jobs and fees the copywriters do, because that business is so direct response-oriented.

He doesn’t get a one-time fee, either, for his writers. He gets a base advance of about \$20,000 to \$50,000 up front. Then they get paid 2 cents to 5 cents for every mailing that goes out.

A good mailing does 5 million to 10 million pieces. That’s \$250,000 to my friend and his copywriters, and he gets 20%. On some deals, he actually gets 40% because of to his newsletter people. He commands greater access to the market than the writers can get on their own.

Let’s talk about how a concierge business functions, and how that’s considered the same concept. A concierge has access to people (guests) who want services, experiences, entertainment... and trust the concierge to provide access to it for them. If you could set up enough relationships with concierges, you could make 20%, 30% per transaction...you set it up one time, and you could have other people managing it.

Let me tell you the story of what I did years ago. It's slightly different, but it's going to demonstrate the same kind of situation opportunity and provoke you thinking — favorably.

One of the first deals I ever did passively was really cool. I was about 23 (and I'm going to date myself to some of you but...) it has to do with 8-track tapes, which were popular back then. They preceded cassettes, which obviously preceded CDs.

There was a chain of 7/11-type stores in the Midwest where I lived, and they did not sell 8-track tapes. That was a key piece of observed “under-utilization” that I made. There was a big distributor of 8-track tapes in the Midwest that did not have good distribution in Indiana, where I was. That was my second realization.

I went to the 7-11-type chain first, sold them on the fact that I would put 8-track tapes into their stores (there were about 100 of them) purely on consignment — no money out of pocket on their part. I'd put the tapes into display cases, and then every week I would come in, inventory what they'd sold, and I would bill them just for what they sold. They kept 1/3 of the revenue, and I would keep 2/3. They agreed, and they signed a binding agreement.

Once I had the agreement in hand, I took it to the company that owned all the 8-track tapes and told them that if they would supply the tapes and the cases at no cost to me, I would split with them, 50/50, on the remaining 2/3. They did it.

So now I had supply. I had fixtures. I had distribution. But I didn't want to do the work. So I got my brother, who was out of work. And I bought a used station wagon with the first week's worth of cash flow. I gave him a “stipend” of \$400 a week and a station wagon. I used my garage to store the tapes. He'd drive around every day, take inventory, replace sold tapes, get the manager to sign off on an invoice, and send in the invoice. The chain would send a check to me for 2/3. I'd send a check for 1/2 to my supplier, and keep my 1/2, and keep my other day job. I



think I made about \$100,000 every six weeks — Ka-ching! — while I did something else. Doesn't that make sense?

I don't want to get too esoteric. But I want to show you how many opportunities are out there, and that it doesn't matter if you're too timid or uncertain to go out and do it yourself. All you have to do is see it, and be enough of a "visionary leader" to get other people motivated to go out and do your bidding for you.

Let's talk about **new ways to profit from a business' problems**, or teaching other people how to do that. Everything in life and business comes from either solving problems, or achieving opportunities to help people fulfill goals. The issue, though, is that most companies, most businesses, don't even know they have problems, or what they are. Your job as a passive income generator is to show them and tell them what those problems are. Then solve it for them and put yourself squarely in the middle of the solution.

In that "toll booth position" I keep talking about.

Every business has some kind of problem — under-productivity, under-utilization, excess this or that... All you have to do is figure out (and again, we've got simple systems to show you what the most logical ones are) how to identify them, know what their profit potential is, and how to get rapid, sustaining control of them, or get access to them, or get involved with them... and the passive income stream can flow freely for (and to you) forever!

But a couple of additional simple ideas to think about...

I had one friend years ago who realized that one out of every three businesses or companies had either excess inventory, excess capacity, excess facilities, excess finished goods, excess raw goods... He started out in business going door to door saying, "I'm a liquidation broker. I know you've got excess 'this, this, this or this.' Figure out what they are, and whether you'd like to liquidate." And he'd find that

80% of the companies he'd go to would figure out that they did, indeed, have excess equipment, inventory, capacity... that they would love to turn into new-found cash.

He'd get highly detailed descriptions. He'd leave. He'd go to a phone booth and look up in the Yellow Pages those companies that dealt in those categories of things. He'd call them up, and get an initial bid from them for what they'd pay him. Then he'd cut that bid down by between 5% and 1/2. And he'd make that reduced bid to the company that had the distress. He would, in about 80% of his situations, buy the items, and he'd make a profit spread which sometimes was thousands of dollars per transaction.

After he perfected the concept on his own, he then hired a bunch of people to basically be liquidation agents for him, purely on a performance basis, and he sat around letting them do all the work. He'd hire somebody else to find the opportunities. He had people he hired who were subcontractors working out of their homes who would find the sources and get the bids. Then they'd do all the work, and he'd basically get all the profit.

I have a friend named Dave Wagenvoord. He's a master of doing barter. He's engineered more barter transactions than anybody I know. One of his classic ones had to do with Carnival Cruises.

Carnival Cruise was started by a guy who had very little money. He could barely purchase the first second-hand cruise ship he bought. In fact, supposedly a true story is that he was so poor that the ship was only painted on one side. So whenever they were in port, they had to make sure they brought it in with the painted side looking towards the dock!

The ship would go out half-empty a lot. Each berth, each room empty was like a loss of \$1,000 a week. I can't remember exactly, but I think there were 400 empty rooms on average. That's \$400,000 a week, down the drain (no pun intended!)

He went to my friend Dave Wagenvoord, the barter expert. Dave took those unused berths and traded them to radio stations, TV stations, magazines for advertising promoting paid travel. The advertising filled the boats. They made money. The traded berths were used by the media only when the rooms were available. Carnival got \$100 million-worth of advertising for free, doing that. Dave made 30% middleman profit for doing the trades.

I've personally engineered about \$200 million worth of advertising transactions through barter. And barter can be big, big, big. You can make a bundle passively setting up barter profit centers for yourself and other businesses.

I went to a travel magazine once. They were having trouble selling their ad pages. People wouldn't buy advertising with them because they were the #3 in the market. Their pages were priced at \$10,000 apiece. But the real hard cost to them was only \$1,000. That's a 10X markup IF they could sell them. But they couldn't sell them. But what they could do (and they'd never focused on it) — they could trade them all day long to luxury hotels for rooms, to prestigious restaurants for food, to major electronic companies for big screen TVs...

So, I set up a barter profit center for them. I started trading pages of advertising that were worth \$10,000, but only cost us \$1,000, to advertisers for \$10,000 worth of hotel rooms, or airline tickets, or food credit at a restaurant value, or TVs. I took what I got in trade and sold it instantly for 50¢ on the dollar, which was easy to do because it was ½ off.

We were still making 500% on our money. But we were monetizing (and maximizing) cash flow in something that we couldn't sell normally. We created millions of dollars in income for the magazine for advertising pages we previously couldn't sell at all, and created a whole new category of "profit center". You could do the very same for magazines, radio stations, car dealers — you name it... all day long, anywhere in the country.

One of the things I'm going to do for the last couple of pathways is pick only one or two examples so we can hurry through it.

OK, next one — **new ways to monetize a business' access**. In Australia one time, I had a builder of first time homes. He catered to people that were first-time home buyers. He was spending \$10,000 to sell a home through newspaper advertising, lead-generating and conversion.

I got into it. He let me spend just \$8,000, and we went to apartment owners in Australia that had the same profile of people who were right at the point of becoming first-time buyers. We paid the apartment owners \$8,000 for every one of their renters we could access, who would buy one of our homes. And we'd save \$2,000 a sale on 500 homes a year. That's \$1 million savings.

I could have given the apartment owner only \$4,000 and kept the rest for myself, and they still would have done the deal. But I was doing it as an advisor to the builder, not as a passive income master like YOU'LL be doing. Hopefully, that makes sense.

How about **new ways to supply equipment or capital**? Most businesses would love to have more capital so that they can grow their business. In fact, almost all businesses think they need money to grow and get frustrated. They think that their growth is limited to capital.

All you've got to do is figure out what they would do with the money IF they had it, and provide them with the equivalent results, and you get a piece of the profit — forever.

Example: I think in the audience listening there must be a dozen (or 100) consultants, trainers, experts right now. No matter what your skill set is, most consultants, trainers, experts are never fully utilized. You have unfilled capacity.

You've never figured out how to best denominate, measure, demonstrate, prove, compare the economic worth of what you do for a business.

If you were a Master of Passive Income, however, I would teach you how to do that for consultants — how to get control of their underutilized expertise.

Say that a business owner wished they had more capital, and if they had it, they would go out and hire a sales trainer to train their people to sell more products and services.

But if you're a Master of Passive Income, you can go to a sales trainer. You'd persuade him or her (using the approach I'll teach you) to train somebody's sales force, and basically take a permanent interest in that company's sales increase instead of a fixed fee.

Say you got them 15% of the increased sale... or 10% of the added gross revenue or income. You'd split that profit share with them ongoing. Ka-ching! And, say you did it in 100 places with maybe five or ten different trainers or consultants. It could be a pretty darned lucrative passive revenue source, couldn't it? We've got all kinds of other ways to generate performance-based streams of passive income just as good.

Next one: **New ways to maximize things a business is doing.** Most businesses don't make irresistible offers to prospective buyers. They make "resistible ones". They don't know how to take away the risk in the transaction. I've spent most of my life mastering extremely powerful ways to take the risk away, and make it easier for a prospect to say yes than no. This is called "risk reversal."

There are numerous simple ways to do it, but I've seen the addition of the right form of risk reversal literally double... or triple... or actually quadruple the number of people who say yes to a sales proposition.

If you looked at the business situation, the ones that were big enough dollars, big enough volume, big enough recurring purchases that by you just changing and improving the risk reversal, you could increase the average sale, say by 50%...Or you could increase the number of people buying by, say, five times — and say you did that 10 or 20 places where you got paid for it forever, or at a minimum, you got paid for it a couple of years. It could mean hundreds of thousands of dollars or more — annually! Doesn't that make sense?

There's one more area I want to talk about. We passed it by, but it's such a good example. I had one colleague that turned someone's order-taking department into a high-performance "sales-making" department. He took over the order desk at his expense — operations for that company — and got half of the increase above the previous level of weekly sales they'd been generating.

But on that basis, he made \$50,000 a week net for himself — just by putting commissioned salesmen in, who would upsell and resell customers to more and bigger purchases. YOU could do that all day long, too! Because most people don't know how to sell.

Now, let's talk about **venture marketing**. It's really neat. This, frankly, is more sophisticated, but a wildly lucrative concept. For those of you that are cash flowing better or are more sophisticated in your financial capacity, or just want to shoot for a higher income or prosperity level, this is the ticket.

Most businesses, as I said, concentrate on one form of revenue generation or selling and don't do all the others. Not because the other approaches are less effective. Many of those options and approaches are actually more effective and far more profitable than the approaches that they may be doing right now. They just don't understand that these other opportunities even exist.

For example, half of the business owners probably have sales forces that drive the revenue — But half of them don't. There's a concept called "venture marketing,"

and what it means, simply, IS that you can go to a business, and you buy the permanent rights to add to that business the marketing or selling approaches they don't currently do.

For example, let's say a business did not have a sales force... let's say they didn't have telemarketing... let's say they didn't currently have an online presence... let's say they didn't have a direct mail operation. But YOU buy the rights to that marketing (and revenue generating) activity from them, for them, FOREVER. You agree to pay the business an incremental, fair profit over their hard cost price. But you have NONE of their overhead... none of the manufacturing cost... NONE of the payroll... NONE of their HR headaches. You just have pure revenue responsibilities — for ONLY that one marketing area. So your sales become many times more profitable to the business than the previous sales they'd been doing on their own.

Once you learn conservative testing (which I can teach you in a few hours' time), for a few thousand dollars, you can test a single sales rep in the field. You put that salesperson out for a few months and see what they make you. Or — you can test a direct mail piece. Or you can test whatever untapped revenue-generating activities YOU want to buy rights to, and give that business a new profit center.

If it works, you keep doing it — forever— and you can get outside investors (all day long) to finance as many of those kinds of measurable, high ROI activities, once you can prove and demonstrate to them what kind of profit return their one-time, modest investment will produce. Think about it. If a salesman or woman costs you say, \$4000 a month, makes you \$20,000 a month profit — and you have to pay out \$5000 of that to the company you bought the rights from — you'll still have \$15,000 profit left — in one month. That's a 300% monthly return on investment for the investor. It's a “whopping” 360% annual return for the investor.



If you can demonstrate these kinds of investment profit payoffs for investors, people will stand in line for the change to finance your profit center deals — for a minority share of those monthly profits.

But the key here is that the tail can wag the dog. The new marketing or “revenue center” activity you set up can be more profitable than their main business. AND because YOU secure a permanent right to that activity, they can never sell the business — without first figuring out what to do about you. It’s like owning the sweet spot of profit, in as many different businesses as you want.

Let’s take a given business for an example — any type business. Say it’s a seminar business. Let’s say it doesn’t have a field sales force. Let’s say that there’s a certain seminar that your salespeople sell for them. Say your sales force could sell 500 people into this program at, say, \$3,000 apiece. That’s \$1.5 million. And the salesperson doing all the work, (think “Tom Sawyer School of Business” here), let’s say, he/she gets about 15% of the sales price. You can pay them purely on performance. The seminar company gets 50%. That’s the deal you make. Guess who gets to reap the 35% remaining for doing virtually nothing? YOU, of course, if you set that deal up.

But, maybe you have to pay your salesperson only a small draw. But, you understand the huge “upside leverage” here for you in this kind of deal — particularly if you use an investor to put up the modest expenses to test it out? The key to all this is when you understand how to lower the risk. Then the downside of the investment is not \$9,000, because the salespeople are not going to sell nothing.

Anyhow, the big point is — and I guess, the bottom line, here — there are ten very, very clear pathways you can take, with almost any business, to create significant streams of passive income for yourself. You can do it with any size, kind, type of business, anywhere in the world. The key is, as I said, “***Capitalizing On Capitalism***”.

You can do it full time. You can do it part time. You can do it for your own business. You can do it through your business. You can do it as a transitional “bridge” to get you to another career, or business ownership. You can do it as an investor, putting other people into doing it — or you can do all of the above.

Let me make another point. Everything I talked about here (and there are many, many, many more approaches to learn about) all really come down to three fundamental areas. Either:

1. To show a business how to maximize what they’re already doing;
2. To show them how to multiply the ways they do business;
3. To show them how to repurpose what they’ve already done.

And I’m sure there are a couple more, but these simple ten pathways all fall into these three categories.

Now, if what I’ve shared is something you’d like to learn how to do. **I’m willing to personally work with you in a group mentoring process for the next 30 days without charging you a cent.** It’s the best, most appealing way I can think of to help you try out, test drive, and fully, “*first-hand*” experience my new pilot mentoring program called “**Master of Passive Income.**”

I took the last four months and created the world’s first (and only) self-study 13-month mentoring program of its kind. Mentoring, by the way, differs markedly from basic coaching. Only someone who’s actually been there and done that masterfully, stunningly, and consistently themselves is qualified to mentor someone else to greatness. Coaches are fine for what they do, but they rarely propel someone to financial prosperity.

My new self-study version of my mentoring program is unique, unparalleled in how it works, what it focuses on, and the tangible, rapid results it’s designed to deliver.

It's designed to take anyone (and everyone) in this audience today, no matter what your situation, background, age, education, sophistication, or lack thereof — location, goals, hopes, dreams, or challenges...AND help you become a master at creating multiple passive income streams for yourself within the next year or less.

Through a breakthrough multi-modality, self-study, accelerated mentoring process I've created just for this program, I believe I can take any of you from a passive income greenhorn, and transform you into an absolute "moneymaking green beret" who's doing deals of all kinds for yourself, or your business, or your employer.

And I want you to put me, and my enriching proposition, to the absolute acid test for the next 30 days — without risking me one cent.

Either this accelerated self-study mentoring program and fast-track achievement process I'll describe in a moment will start producing visible results for you before the first risk-free trial month is over. Or it won't.

It's really that simple. If it works "gangbusters" for you — right from the start, like I promise it'll start doing, then stay in the program for the next 12 months thereafter, and let me expertly mentor you through the powerful proprietary system I've developed and to all the prosperity and financial security you're after.

If it fails to deliver impressive changes in you...If it fails to "*rock-your-boat*" right from the start, drop out at the end of that first month one and you'll never owe me a thing.

**More importantly**, in that first month, you'll get access to a large portion of the huge resource tools, private training courses, grounding material, study references and guide manuals I've developed — exclusively for teaching passive income generation. Their conservative value if you purchase these passive income-generating tools is well over \$50,000. But your purchase won't even be considered binding

on your part for a full 30 days. During that trial period, you'll gain full access to these and dozens of additional mentoring resources.

You'll ALSO be plugged into a worldwide group of high-performance deal makers like you that you can network with online match skill sets to, and collaborate with on promising projects. Let me state this differently — you'll be connected to a worldwide network of other passive income dealmakers, matchmakers, investors and deal opportunities. (This element of the mentoring program, alone, is priceless.)

If you can't say yes to a one-month, no-risk, no obligation chance to transform your entire financial and career future and be mentored by me and my top dealmaker together through hundreds of real life scenarios then — you should probably leave the room now. Because, you're obviously not congruent with your verbalized desire to achieve the passive income success you came here to learn about.

BUT, if you are game to give me just 30 days — at MY total expense and risk — to prove to yourself you really CAN do it, let me now describe the wonderful, turnkey self-study mentoring program you'll be plugged into. **And** why it's engineered to give you the exact passive income results you best deserve.

**Here's my concept in a nutshell:**

We've started privately mentoring large groups of ambitious high achievers — to teach them to become passive income “masters.”

When Harv Eker asked me to build the first-ever passive income training program, I painstakingly designed the components, process and dynamic lesson curriculum the way I'd want it taught and experience, were the tables turned and you were the one mentoring me. So what we've been doing live with our private mentoring groups is utterly amazing.

You see, I know that different people learn and progress best through different forms of instruction and different types of interaction. So I created an unparalleled collection of proprietary written, audio-, and video-based learning modules I carefully take people through over that 13-month period (you'll be experiencing, too – in your self study version). I focus carefully the process I use on five keys to all great learning.

1. We've developed great content, concepts, techniques and strategies.
2. We've built extraordinarily disciplined processes, procedures, and turnkey systems to follow.
3. We provide extensive case study examples and illustrations to validate, demonstrate and model.
4. In the live version, we constantly interact individually on the phone with participants in the group to monitor, measure and course-correct your progress.
5. We mastermind (extensively with each group) in order to share perspectives, experiences, successes and network.

The result is that you gain a comprehensive understanding and tremendous proficiency at doing your own passive income deals and transactions. You'll gain everything you'll need to know. You'll learn everything you need to do... exactly what you or your Tom Sawyer associates need to say to make the deals happen.

The only difference between the live experience program we've done here — and the **totally risk-free, self-study session I'm offering you** — is you aren't on the phone with me discussing your situation. You'll receive the same sample forms, letters and agreements to model that high paying live participants received. You'll role-play tying up rights, gaining access, picking up assets, engineering opportunities. You'll gain detailed demonstration of how each of the ten pathways is best transacted. You'll be taught dozens of variations, options and possibilities you can choose

from. So, you'll be able to select the easiest, best opportunities you prefer going after.

There are 15 key elements to this self-study mentoring process. I'll go through them very quickly, but an extensive description and Overview Summary is available on the enrollment website I'll give you in a moment.

First and foremost, for the live program once every month for two nonstop, richly rewarding "jam-packed" hours, I worked tirelessly with our small, like-minded group, **live via teleconference call**. I had by my side (for every month's session) our chief resident Super-Dealmaker, "Spike" Humer. He assisted me in transforming each participant's financial life.

Our goal and commitment to the people we mentored was to do everything it takes each and every month on their indescribably enriching session calls — to accelerate your money-making passive income education and capability. Each month's mentoring call was precisely focused on a different primary, key area, element, or foundational aspect you need to fully master.

These were not randomly thrown-together teleconference events. Nor were they unstructured in the least. Each fast-paced, no nonsense, non-theoretical, topic-specific two-hour mentoring call is a tightly focused, "accelerated education" on the skill-building area you need to master that month.

You can expect to hear me discuss previous months' study assignments. You can be certain we shared numerous real world case study examples on each call — complete with precise details on specific specs to take actions to make and even "fail-safe" back-up strategies to have ready — just in case!

You can be confident we make plenty of interactive time available on each session to discuss participants' specific issues, questions, opportunities, and unique scenarios

or experiences, and offer powerful ideas, recommendations, guidance or advice you can completely benefit from immediately, too.

Perhaps the best part of these deep, highly-focused mentoring sessions (you'll be able to access 24/7) is the fact that I got to know everyone in the group well, thanks to the interactive process we used and a probing assessment questionnaire we had people complete, too, at the very beginning.

So nothing about these mentoring calls are generalized, abstract, or conceptual. They are all about each participant's individual needs, life situation and abilities, and your unique situational requirements. I'm confident that listening carefully to each session will develop your unique, custom, passive income "game plan," too.

Since you'll be a "fly on the wall" sharing, experiencing and listening to every part of one of the most dynamic wealth building groups of high-performance prosperity seekers in the world, the lesson, ideas and moneymaking instruction you'll get could be priceless.

I fully expect members of the self-study group to match up and provide one another with missing skill sets in the beginning to get more deals off and running. But the camaraderie, intellectual stimulation, and sense of connection you'll feel just by listening in to every recorded unedited session will be indescribably powerful, too.

In that first "no risk", "trial" month alone, just from completing your assessment questionnaire, you'll discover some absolutely "screaming passive income opportunities" sitting right under your own nose.

But that's merely the beginning of this wonderful journey to prosperity we'll be traveling on together — if my self-study program makes it through your first 30-day test-drive and you decide to keep it and prosper.



Here's why:

- You'll then receive a **complete course in doing joint ventures, strategic alliances, co-branding endorsement deals called "From Mediocrity To Millions."** Nothing this comprehensive, expansive and instructive exists anywhere else in the world. It contains detailed instructions, vast arrays of examples, an immense spectrum of hundreds of scenarios to model, samples of success stories...**EVERYTHING** you'd ever want. By the way, we focus on this topic early in the 13-month process.

### **But That's Just One of the Fifteen Components That Make Up This Self-Study Program**

- You'll the get a **complete, one-of-a-kind, two-segment course in becoming a preeminent leader and visionary.** This lets me instill and install the authoritative certainty, the confidence, the focused attention I need in you to make these deals start happening quickly. It will teach you how to leverage your vision off of and through other people's resources, efforts, assets and capital.
- You'll get an **800-page, utterly priceless collection of 502 actual case study success stories** from my private client files — to use as models. These tell you exactly how someone applied a given concept to a leverage point... the financial payoff it produced... and most importantly, how you can model what they did for yourself. You get to dive into hundreds of millions of dollars of success stories in this collection.
- You'll be put through **the only course of its kind on creativity** I've ever seen offered. It turns on, then turns up, your ability to think creatively... to see possibilities... to innovate. It multiplies many-fold

your excitement level, enthusiasm, and then channels it all into forward action in ways I promise will delight and enrich you.

It's guaranteed to more than double your passive income "prosperity quotient" by opening up your mind to many more opportunities than you ever imagined possible.

- You'll receive a **complete reference guide to growing rich by finding untapped passive income niches** nobody else pursues. "Nichifying," as I call it, offers the easiest fastest track to income bonanzas of any single area you might concentrate upon.
- Also included in your self-study program is a thought-provoking **report I did on turning your life into a premium paying proposition**, along with a **companion guide on finally paying yourself everything you are really worth and deserve**.
- On each mentoring session you'll constantly be given **scripts to model... letters and e-mails to adapt... sample forms and agreements** to help you tie up, close, then monetize all the deals you decide to do. We'll share transactional approaches to follow, persuasion techniques that make people say "yes"...and a lot more than I can describe here.
- You'll be exposed to a **segment I've done, designed to show that you are already richer than you think** — by tapping, harvesting, mining and maximizing ALL the opportunities within your own contact base.
- You'll get **the only course ever created on becoming a venture marketer**. I developed it for a \$25,000 program, and have been perfecting its nearly 400 pages of ideas for someone just like you. Now you'll receive it as part of your curriculum training materials.

- You'll receive a **video course on “Cracking The Millionaire Code.”**

In a mere two hours' time, I'll teach you how to earn seven figures starting with no capital, no specialized skills, and no products, service, or business — all by capitalizing wildly on capitalism. (As audacious as this sounds, I really do it on this video.) This alone is worth more than your entire mentoring fee. (By the way, the first person who watches it and did what I suggested made herself over \$1 million U.S. — in less than nine month's time.)

- PLUS, I'm developing an exclusive action planning implementation system to make certain you get your full money's worth out of this experience, and take prosperous action. The only one who can possibly let you down, who can possibly keep you from prospering using this program — is you. We provide everything you could possibly require, imagine or think of.

Believe it or not, there's still more you get...

- I've created a **wonderfully well-stocked private resource vault** that contains nearly 1,000 pages of proprietary materials from the likes of Tony Robbins, Brian Tracey, Steven Covey, Guinness World Record-holding business giants...
- You get to learn the effectiveness secret of probably the top performance coaches in the field. He tells you precisely how to get three times more productivity from working S! less!
- Specialized instructions on 25 different things you might want assistance doing.
- You get materials to instantly identify the biggest, easiest deals to go after in any business,

- You actually receive seven separate accelerated courses to explode your capability to prosper well into the stratosphere.
- You get a short-course education on how one man took \$1000 and turned in into a \$450 million industry giant — using none of his own capital.
- You even receive a **priceless course called “The Barter Baron”** that I did with Dave Wagenvoord, the man I told you about earlier. He tells how you can make a killing doing barter, too.
- You get a confidential education in how one man set and still holds the Guinness World Record for selling more merchandise through retailing than anyone else on his continent.

That’s merely a few of the wonderful components you’ll find on your private personal vault.

Again, on the enrollment site is a detailed explanation of everything you receive, and why I’ve included each component in your self-study mentorship process.

Now it’s time to tell you the good news. I’m asking only a modest fee to share this expertise openly and completely with you for the next 13 months — in the self-study version.

My motivation here goes far beyond making a big profit from training you. You see, this was originally a pilot program I did live. I only allow small groups in at a time. My interest was to initially **ONLY** attract high-quality achievers who would take monumental action and make big things happen — fast!. Why? Two reasons...

Once I produced a few hundred monster success stories right out of the gate, I can come back for live programs in the States and charge any lofty price I want for future programs. And since my typical price point is USD\$15,000 to USD\$25,000

a person, people will be standing in line to buy the live program now that the beta version has performed so well.

That's why I'm so eager to get a bunch of winners like you taking my self-study version and doing successful passive income deals right away. Nothing spreads the word faster than successful results.

So charging you a high price today for the self study program isn't important to me. Your follow-through and prosperous achievement is what I'm looking for NOW, PLUS your willingness to openly share your successes so I can use them in my future promotions when I charge people four times as much for this version.

There's another motive...

When I get successful people out there doing all kinds of profitable deals (all over the world), some of you will uncover killer opportunities that need my help. I'm confident (when you do so) you'll "flip" those big opportunities over to me — in return for a generous ongoing finder's fee. These transactions can be many times more profitable to me long term than all the money I can possibly charge for training you through the self-study version. But these deals could be many times more profitable to you, too — particularly if I become the one doing the work.

So, OK, what's the bottom line? Surprise! First, I need to tell you that — we're about to start charging people USD\$12,500 each to be mentored **LIVE** in groups in the States.

**BUTT** I don't even want you to pay me half, or even S! that amount. Again, I want your effort more than I want a lot of your money.

If you take the three payment option you get to pay as you profit. Is there is any catch to this super generous, zero-risk proposition to help mentor you through to passive income prosperity for 13 months?

**Only this:**

People signing up for the USD\$10,000 live teleconference-based mentoring will receive about half of their materials in hard form, the rest will be provided digitally — through member websites it'll be placed upon

Since you could conceivably be paying as little as 12% of what live participants pay — we will deliver a larger portion of your materials, tools, and resources online — to allow me to price your self-study program so low.

Other than that, you'll be experience almost the same dynamic, education, guidance, advice, instruction and prosperity lessons I give to live attendees — but for no more than 15% of the price they pay.

All the details are spelled out which can be found on the enrollment site, [www.mpipower.com/jayabraham/register](http://www.mpipower.com/jayabraham/register). Go there to enroll. Go there for more details. Go there for a one-month “**no risk**” trial experience being mentored by me to become a master of passive income.

Better still — I'll let you pay for it in the three easy payments of SGD\$750 per month, after you've had the program to test out, without charge for one full month — on me.

How does this work?

You go this website, sign up and we take your credit card information — but we do not, consider your purchase commitment binding on your part until after you're had access to the program for a full thirty days. If it's anything less than I promised here in this presentation — feel free to contact us and cancel. Return the resources you've received — and your payment will be immediately returned to you.

But if it DOES perform as well as I say it will — keep it, use it. Prosper from and pay me SGD\$750 a month for three months billed to your credit card starting the 31<sup>st</sup> day.

One more thing — it's probably important. If you're financially astute and want to save 20% more — pay in one single installment and I'll only charge you SGD\$1,800. We'll go ahead and charge your credit card if you take the one-payment discount option — but you're still fully protected by the totally risk free 30-day, try out promise.

END