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Introduction

“The power of the Internet offers a golden opportunity to attract millions of people who weren’t previously interested, or perhaps were never exposed to the business in the first place.”

I remember the spring of 1973. After being accepted to engineering school, my father bought me my first calculator. You should have seen the buttons — sine, co-sine, tangent, square roots, and reciprocals. Oh yes, it even did multiplication, division and other simple math.

Now some of you may not understand the above geometric, algebraic, or trigonometric terms, but the calculator can be used to solve problems of that nature. However, if *you* didn’t already understand the fundamentals of working with these types of problems, it wouldn’t do you much good to have the calculator.

Just having buttons to push won’t do you much good. It will never enable you to accomplish what someone can achieve who understands *why* certain buttons need to be pushed to do what they do. But once you gain that

understanding, using such an electronic tool can put you considerably ahead of the game. You would then be using it to accelerate your progress, while not expecting it to be a replacement for knowledge and understanding. The calculator is valuable because it's convenient and saves you time and energy.

This book is designed to give you a clear understanding of some business basics so that you can most effectively use e-commerce to accelerate yourself toward your dreams and goals. Mastering the fundamentals will enable you to use the new technology with a clear understanding of how it can enhance an already proven process.

You need to understand that technology is a powerful tool. But it will *never* replace the key elements of success in this business, or any business, for that matter. It will *never* do the work you need to do to achieve your goals and dreams. It is not just the push of a button and out comes instant success.

The Internet offers a golden opportunity to *attract* millions of people who weren't previously interested or perhaps were never exposed to the business in the first place. It can enable you to convey your message of "dream reaching" with the click of a button. But the key element always remains — *you*.

You need to be accessible. You need to be available, sincerely interested in the success of others, and willing to do what it takes to help them succeed. This new technology can help you take your dreams from possibility to reality. But, without you and a committed effort on your part, it could become little more than a business video game.

Have you ever noticed that the greatest pieces of advice or solutions to challenges are often the simplest? This book is to provide you with simple solutions, sound advice, and the information you need to motivate yourself to put into action what you're about to read.

Regardless of the technology available or the knowledge you've obtained, you still need to take the necessary actions to achieve your goals and dreams. Otherwise, you'll just be left with wishful thinking — wondering what it would have been like if you had done what you could have to make it happen for yourself.

If you are just looking at this business and start getting excited by the possibilities, here's what you may want to do: First, get back with the person who shared this book with you and thank them for doing so. They apparently saw something in you that you may not even have noticed yourself. It seems they had confidence in your abilities. It's likely they wanted to share this book so you could have a real opportunity to reach your full potential, using both the power of the Internet and working with other people.

Next, repeat the process. Show the person who shared this with you that *you* now understand one of the key secrets to success — *sharing* your newfound knowledge with others. Share your excitement with someone who may be looking to better themselves — someone who has a dream for a better life. Perhaps they have talents they haven't discovered and need someone like you to help them find and develop them. Perhaps they have dreams too, but no way to make them come true. You can give them the good news — you've found a way. Your real growth, both personally and professionally, will come from sharing with others as much as you possibly can.

*“When you open your hand for giving,
you also open it to receive more.”*

Chapter One

Life Is A Contact Sport

“Meeting new people and building relationships is the key to growing your business. Once that is done, the power of using the Internet can be shared and multiplied.”

Safe Or Successful?

Technology is changing — faster and faster every day. By the time I installed my most recent computer, much of its technology was already becoming obsolete! Keeping up with these changes is like pushing water up a hill. Some of it gets there but most of it goes right through our fingers.

When things seem to be going right past us at a rapid rate, some people may feel *safe* by focusing only on what they know. They may hold on tightly to what they already have. They could even begin to feel “comfortable.” They might not realize they’re stuck in a rut. Perhaps they’re even ignoring what is now happening with the Internet and calling it a “passing fancy” — just a fad—something that won’t last.

Opportunities just seem to pass them by as they withdraw into their familiar zone, like a turtle into his shell.

They begin creating a sense of security when, in reality, there may not be any — especially if they work for somebody else. They look at where they've been as where they'll always be and feel secure that no one can take that away from them.

They ignore the fact that others are losing their jobs, perhaps all around them. They fail to understand that the very people who make them feel secure by signing their paycheck are the same ones who can “pull the rug out from under them” and rob them of their so-called security. They deny the reality that when employers embrace new technology, they often replace people who don't understand it with people who do, and even pay them less!

There is an enormous amount of new knowledge developing every day — at the fastest pace ever known to mankind. However, as with all knowledge gained since time began, it's not necessary to learn it all to succeed. Thank goodness! Successful people know this and often align themselves with other experts who have the knowledge they need. That way, the information is available to them whenever they need it.

What's so unique about what you're reading about is this: You don't need to hire an expert to help you improve your financial picture through this opportunity. They, or someone connected to them, may come to you because you may have expressed a desire to move on. Or maybe you have some winning qualities that struck a chord with them. For example, you might have a great attitude, or maybe you carry an air of credibility and honest ambition. Or, you may have what is one of the greatest assets in this business — teachability.

It's What You Don't See That Makes A House Stand Strong

They're constantly coming out with better materials to make a house last longer between paintings and reroofings. Insulation, high-tech heating units, and newly designed windows all keep you warmer during the winter. There are even appliances like hot tubs that can even take remote control orders from you while you're on your way home in your car! But there is one thing they cannot change without risking the stability of the structure. The foundation.

Buried from your sight is the true strength of most homes today. The foundation is what keeps a house from moving off its original site and crumbling to the ground. The foundation keeps the home from settling to one side or the other. And its strength allows you to add to it in the future, while still maintaining its integrity.

This business has many similarities to a well-built house. A solid structure was developed that has been built upon since the late 1950's. There have been additions to the business and improvements in many aspects of it. But the heart and strength of the business — its foundation — remains as solid as it was on the first day of operation.

Things can always be made better without sacrificing the original intent or integrity of the operation. One of the many laws of business, as well as in life, is that you either get better or else you'll get worse. There is no staying the same. There's no such thing as status quo. When technology advances, you either embrace it or you become a part of history.

This is your chance to take part in the future — as it unfolds. You have an opportunity to use the latest e-commerce business tools available without having to invest in a whole new education. You have the advantage of being

able to get the help you need, when you need it, without going back to school, like many people in other industries do.

The Secret Of A Strong Business

Several years ago, I had a goal to get my first book published. Simple enough. I began seeking publishers who would agree to do it. One by one, they all said, “No.” After 50 rejections I could have stopped and most people who know me would have consoled me with a bunch of, “Hey, you tried.” After 75 they might have reacted by saying, “What else could you do?” Even after 100 they may have remarked that I went the “extra mile.”

They missed the point. I wasn’t seeking answers. I was looking for a publisher. Since there would be a contract involved, I could only work with one at a time. It didn’t matter what 100 of them said. I was only looking for one who would publish my book. To this day I know that the only reason I was able to become a successful author was because I made the commitment to keep going until I got the answer I wanted. There are thousands of publishing companies out there. I was looking only for one!

Suppose I told you that you could enjoy a lifetime of freedom and success once you built a large business? Also, suppose that a large business was made up of 10,000 people. How would you feel? If you feel intimidated by the thought of having to find 10,000 people, just hang in there and relax. That’s a perfectly normal feeling.

The secret to achieving success is sometimes so simple it’s often overlooked. When you build your business you can’t start at 9,999 and add one. You can’t even start at 50. *Your* successful business begins when *you* get inspired and say, “Yes.” *You can’t climb the mountain of your dreams by starting near the peak. You begin with that first step at the bottom. That’s where all success begins.*

You then focus on how each additional step, or person who joins you, brings you closer to your objective. And as you grow yourself and your business you will realize that these first people become a part of your foundation. But make no mistake about it, *you* are the essence of your own success. *You* are the cornerstone of your foundation.

It's Easier To Save A Dime Than A Dollar

“As soon as I have money I’m going to start saving.” Have you ever heard or even said that yourself? I did. Then one day, after years of not having a savings account, the “lightbulb” went on. I realized that I needed to start saving before I could have any savings! Not the other way around — plain and simple. I also learned that it’s easier to start small and work your way up. In fact, there’s really no other way to do it. Unless, of course, you win the lottery or inherit a lot of money.

It’s that way with running a business, too. If you can see yourself building a large business with thousands of people, you can also see yourself successfully leading them. Where did those skills come from? Certainly you would have learned from the leaders who came before you what’s important to do. But remember, consistently putting what you’ve learned into practice is what will keep your business growing.

In the conventional business or job world you need to have the attitude that you are always training your replacement. You either train them to the best of your ability and, when it’s time for you to be replaced, that person is ready and you’re promoted. Or, you do nothing but protect the job you have and one day you may find your replacement has arrived and you’re out. It’s a choice that you make.

When you’re building a business of your own, these same principles apply. You need to be training people to lead in

your place — to duplicate you — as your business grows. The best way to do that is to begin training the very first person you sponsor into your business — *yourself*. It all begins with you. And this training becomes continuous as you add more people along the way.

Listen Carefully—You May Be Hearing Your Own Success Calling You!

Sometimes great discoveries happen “by accident.” And on occasion you make changes in your life because you’ve learned a valuable lesson from the proverbial “school of hard knocks.” Once you’ve learned it though, you need to share it with as many people as you can.

Dean was a good friend of mine. We had known each other for years and were even working together for a time. Without telling him, I began building a business of my own. I was having some success but it never occurred to me to invite him to take a look at it. But fortunately for him, he invited himself without either of us knowing it.

One day Dean and I were having lunch, talking about his job. He told me that the hours were really taking a toll on his life and his family. The money was good but there was virtually no time to do much of anything outside of his job. It had basically consumed his waking hours. He “owed his soul to the company store,” as the old song goes. In fact, he told me that if he could figure out a way to make an extra few hundred dollars a month, he’d leave his then current job and get one with less hours. So, what do you suppose I did?

I left! After we finished eating I wished him luck and took off for home. An hour later, when I got home, I suddenly realized what I had done — or rather, didn’t do. I had missed an opportunity to potentially help a friend get his life back, but I must have been so preoccupied with my own

thoughts that I never *heard* him say he needed any help. And I didn't know how to tell him without embarrassing myself.

A week went by and what had happened that day at lunch kept gnawing at me. He was a friend and I had something that might help him improve his life. Finally it hit me. I called him up and asked him if he was serious about what he said. I also asked him if he would really quit his current job and get a new one with fewer hours, if he could find a way to earn some extra money? Finally I asked him, "What would you be willing to do to get it?"

When he told me he was ready to listen to just about anything that might offer some hope, I knew I had made the right decision. Rather than trying to *sell* him on the business, I told him that I *may* have something for him, but I wasn't sure it would be a good fit. At any rate, I told him I'd be happy to sit down and explore the possibilities with him.

Well, he did become part of my business and began learning what he needed to do to earn the extra income he wanted. But I was the one who really got the lesson! From that day on, I endeavored to spend more time *listening* to people. They'll tell you what they want to do with their lives. Just listen to them. After you do, the door could swing wide open for you to share what you're doing and how the Internet is involved. Then, things could get very exciting!