

# **ANTI SUIT ENTREPRENEUR**

**How to Survive and Thrive in  
the 21st Century with the  
Internet Revolution**

## Are You Prepared to Survive in the New Economy?

Everything is changing - the economy, the job market, the country, and the world. The traditional or old way of doing things is not going to cut it for being successful in the new economy, let alone surviving.

Let's be real for a minute... you know there are some major issues going on right now all over the globe. End of the day, it has an impact on you and your family in direct and indirect ways. Like it or not, the world is getting smaller and smaller.

You have two options:

Keep doing the same thing and hope that somehow things work out and all is "Ok." Or, you can take charge and adapt to the new economy and not only survive, but also prosper and hit your financial goals.

Since you're reading this report, you're probably the type of person who wants to adapt to this new economy.

## What Goals Do You Have?

Are you reading this report because:

1. You're 401(k) is now a 201(k) and retirement is looking impossible?

2. You're looking down the road and worried about getting your child or children through college?
3. You're in college about to graduate into a non existent job market?
4. You're a stay at home mom and want to raise your kids but need to have more money coming in?
5. You've had a successful corporate career but are now hitting the age discrimination barrier?
6. You're stuck in a dead end job that you can't imagine doing that forever.
7. Your commute is slowly draining the life out of you.
8. You want to take advantage of the Internet and learn how to make money off of it.
9. You have some fun goals of traveling or a getting a new car.

No matter what your goal is, whether it's paying off nagging debt, replacing your income or putting a down payment on a Ferrari, **the information in this Special Report may just be what you're looking for.**

**The goal of this special report is to help you adapt to the new economy so you can get whatever you desire.**

So let's make an agreement right now - you and I. You agree to review this entire special report and I agree to walk you through all of the details and answer your questions (with no pressure, no hype or seller talk!)

Deal?

Good, because many people are already using this information to get what they desire. So do yourself the favor of reviewing this information for the next fifteen minutes or so.

## Predicting the Future

Wouldn't it be nice if you could predict the future?

Like buying Google stock when it was first offered? Or investing in Apple when everyone thought they were dead in the water and now they are one of the most successful companies in the world?

You've probably got a list of your own "If only I knew then what I know now...."

We all have the "Woulda, Coulda, Shoulda's"

While there is no crystal ball sitting next to me to predict the future of stock prices and such. **You can use history to predict the future.** You only have to look at major revolutions in history to understand how the Internet Revolution will impact us.

# Industrial Revolution

The Industrial Revolution started in the late 1700's in England and spread to other countries from there. Factories started mass-producing things that used to be made in the home or around town by hand. Instead of having a specialist to make every thing, factories could throw up an assembly line and produce items faster and cheaper than the specialist in the town.

The specialist no longer existed and people had to start working for these factories instead crafting products on their own. The Industrial Revolution has impacted the world in every facet of life and still is having an impact today.

The Industrial Revolution caused cities and urban areas to grow. It created a middle class and “the super rich” (Think J.P. Morgan, John Rockefeller and Andrew Carnegie to name a few). **Overall it improved the quality of life on a daily basis for the average person.** In present day, countries that have not had an industrial revolution yet are known as “Third World Countries.”

The creation of the Middle Class is probably the most important aspect that came out of the Industrial Revolution. For the first time, “average” people could live a good quality of life.

It's been a great run for the Industrial Revolution, but things are changing again and this has been happening for the last 15 years and **is happening more than ever NOW.**

Welcome to the Internet Revolution....

## The Internet Revolution

Call this new revolution whatever you want: Information Age, Globalization, and so on. We're calling it the Internet Revolution, because the internet is the greatest factor in so much of this change. **More importantly to YOU, the internet is the key for YOU to have success in the new economy.**

You probably already know that the internet is changing about every aspect of how we live and how we work. Now, for the sake of proving this point, lets take a minute and look at some situations happening right now:

**Google vs Microsoft** - Years ago Microsoft is what everyone talked about and was one of the giants out there. Google came from no where and in almost no time at all dominated the search engine market and now have their hands in almost everything. Microsoft has tried every year to gain traction against Google when it comes to the internet, but for once, Bill Gates and Microsoft haven't dominated something. Mr. Gates underestimated and didn't foresee this Internet Revolution. Now, Microsoft is paying for it dearly.

**Cable TV subscriptions are down for the first time ever.** The internet has grown so much that many people are canceling cable TV, because they watch TV and movies over the internet. Who would have ever thought cable TV would lose subscribers? Even TiVo and DVRs are dying, because TV networks are offering shows for free to watch anytime on their websites. Generally, they are commercial-free (or very short 20 second commercials), so people don't need to record shows.

**TV advertising is dying.** This is partly caused by the internet, but recorded TV and movies are killing commercials and advertisers, because people do not watch commercials. They fast-forward through them. The internet is the place to advertise and you are starting to see the shift in advertising dollars already. Shouldn't you be in front of that?

**Outsourcing jobs overseas.** This is a HUGE issue affecting wealthy countries like the United States. The trend for outsourcing jobs is increasing. At first our companies outsourced manual labor and factory jobs to overseas connections. Then a lot of call centers and low level jobs got outsourced. **Now professional jobs are being outsourced.** Recently there was an article talking about U.S. based CPA's charging \$200 to \$300 an hour to do people's taxes and then outsourcing the work to people in India for \$15 an hour!

This is just the beginning. Everything is pointing towards more and more jobs going overseas. **Do you really expect the government to protect your job?** So far, they haven't. You getting the picture yet?

## The Middle Class is Shrinking

The next hundred pages could be spent on talking about all the economic models and looking over statistics, but there's no need for it. **The bottom line is that the Middle Class is shrinking in the U.S. and other developed countries.** Signs of the Middle Class disappearing are all around you. This fact is what has the biggest impact on you. This trend has been going on for awhile. The Internet Revolution is just speeding it up.

For years families could live a very comfortable life on one income. Then, two incomes were required to survive. For most people, it's nearly impossible to live comfortably on two incomes. **Now finding two jobs or even one job is hard for many families.**

While our middle class is shrinking, other countries' middle classes are growing since our jobs are moving to those countries.

Is it fair? No.

Do you and I like the fact? No.

**But it's the reality.**



## You're Being Lied To

I have bad news for you. Deep down you probably already know this. **The model for success and living a comfortable life is broken.**

Here is the BIG LIE: "Get a college degree, find a good job and work at it." If you did that, you'd make good money, live a comfortable lifestyle and be able to provide for your family.

Now, do you still believe in that? (For sake, I hope you don't, because it could get real ugly for people who want to hold on to that belief.)

How many people actually use their college degrees?

How many recent college graduates are having trouble finding jobs and end up moving back home with their parents?

How many college graduates can find a decent paying job?

Now it's common for a person with an undergraduate degree to have \$50,000 to \$100,000 in student loans. For people who get more education after that it's common to have \$100,000 to \$200,000+ in student loans.

Does that make sense?

There's something fundamentally wrong with that. People graduate with that debt and then have loan payments of \$300 to \$1,000 a month for the next 10, 20 or 30 years! In the 1970's many people paid for their college degree by working part time and a summer job. No one can do that today.

Another BIG LIE: Everyone is convincing you that this is normal to have this kind of debt. The cost of education is going up and salaries are going down. How does this make sense?

**The traditional model is a ticking time bomb that is going to blow any year now.** You can either keep following it and *hope* you get through it before it blows up or you can learn the new model.

"When one door closes another door opens; but we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us."

-- **Alexander Graham Bell**

## What's the New Model for Success?

While everything we've talked about is very doom and gloom, **there is hope and a new model for success.** Actually many people are already using the new model not only survive, but they are thriving in this new economy.

The most important step is becoming self-sufficient. The traditional model has made people become reliant on a corporation for a job. Most of the skills and

knowledge that people learn allow them to work for a corporation, which is fine in the old model. What happens when those jobs end up overseas? Those skills are no longer useful to you.

For most, this a paradigm shift. If you gain and develop skills that allow you work and make money whether jobs are here or overseas, you're set. **No matter what happens then, you can always apply those skills on your own to start making money.**

What type of skills do you need to learn to be self-sufficient? What area do you invest your time into?

You'll probably agree that the internet is only going to get bigger and more involved in all aspects of our lives. **The internet is still in it's infancy.** The Industrial Revolution started over two hundred years ago and still has a major impact on how we live today. The internet is going to have the same (if not bigger) impact on us.

**Learning and understanding the internet, specifically internet marketing, is the key.** Now, don't worry about all the specifics on what that entails or what it is. The details will come later after a few more important concepts. If you already have something in mind or a preconceived notion, just put it off to the side for a few minutes.

Let's look at a case study of the traditional model vs the new model....

## Case Study: The Tale of Two College Students

Success from the new model takes time just like success from the old model did. So let's look at a case study and compare two people who are approximately the same age, went to the same college but each choose a different path. Both entered college in the fall of 2001 and graduated in 2005.

John took the traditional path of going to school and getting a business degree with a focus on information technology. In the four years of college, John studied, went to classes, and did all the corporate networking events that college campuses offer.

When he graduated, he had a hard time finding a job in his field. After spending some time living at home with his parents he found a decent paying job in his field. The first couple years at the job was great. He was making money, getting to do some traveling on the company dollar and could put his degree to use.

Well, then his job got outsourced. While living on his little bit of savings and credit cards he looked for another job. Eventually, he found one. The pay was a bit lower than the first, but it was a job and needed to start bringing in some paychecks.

While at this new job he's started working on his MBA to give him more education (and go into more debt), so he would have a better chance at keeping his job and landing a new job once the current one dried up.

The other student, Chris, decided to take the untraditional path or the new model for success. He went to college intentionally to get a degree and follow the

traditional path. While he was there a lot of things weren't adding up. For example, seeing how much debt people were graduating with, watching his older friends graduate and not finding jobs and hearing stories about people hating their job and commute but sticking with it because "it's part of life."

Chris started fumbling around in the new model for success and dove into the world of the internet and started learning internet marketing. He still got his college degree, but put his full attention and focus was learning internet marketing and self sufficiency skills.

Chris graduated at the same time that John did. But, **since internet marketing is something that you can start doing in a few weeks of learning it, he graduated making more money on a yearly basis then John did with a starting salary.**

You read that right, Chris was making enough money from the skills he learned that he did not have to go out and get a job. Upon graduating he was able to move where he wanted to, pursue things that interested and keep improving his skills. While John was switching jobs for a lower salary, Chris had actually applied more skills and more then tripled the amount of money he was making.

Nearly 10 years later, which one is setup better for the future? Chris is.

Now of course, no matter what path you choose, there are going to be ups and downs and issues to deal with. But, that is part of life. However when an issue pops up, Chris doesn't have to rely on anyone for help or a paycheck. He has the skills to go do what he wants.

## Why Internet Marketing is the Key

There's all sorts of things you can learn to do on the internet. Let's take programming websites for example. More and more people are getting websites up and running. It is a growing market. The problem is that learning programming usually takes a couple of years. Plus, it's a commonly outsourced job. So why invest 2 to 4 years of racking your brain to only learn a trade that can easily be outsourced.

**However, internet marketing and associated skills are NOT being outsourced.** Why? Well, because they require an ability for critical thinking. You may sit and think that you don't have that. But believe me, you do. Our education system makes it so people have that critical thinking ability. This ability for critical thinking is the main divider between our education system and the education system where jobs are being outsourced too.

Our critical thinking ability gives you an advantage over most people on the planet. Critical thinking is one thing that can't be outsourced.

**Instead of taking 2 to 4 years to learn like programming, you can start learning it, applying it and seeing results in 2 to 4 weeks!**

The best part is that you can do it around your schedule and what works for you. Later in this report you'll learn an easy, proven method for learning internet marketing in a matter of a couple of weeks.

There's one more important concept to understand for this new model for success...

## Saving For Retirement is a Myth

Deep down you probably already know this one as well. But many people don't have the courage to look at the problem directly and come up with a solution.

You know the standard pitch, "Save 10% of your paycheck into your 401(k) and over the long term you'll have enough money to retire."

There are so many things wrong with the idea of saving for retirement that it's hard to figure out where to start!

When most people are carrying credit card debt, paying off student loans (or worrying about paying for their children's education), worried about keeping a steady job down, are they really going to be able to save 10% or whatever percentage of their income?

Most likely not....

The myth also assumes that the stock market will keep continuing to rise like it did the last 40 years. There are so many variables in there that it's impossible to predict what it will do. If you actually spend time researching it, you'll see that most factors point to the stock market not rising like it has the for last 40 years.

Looking at that data and knowing what you know (Unheard of government debts, Social Security going bankrupt down the road, health care costs rising, and so on) can you really feel confident that the stock market will continue to grow like it used to?

**No, you can't.** You see, you have absolutely zero control over the stock market. No matter how hard you try or pray, you're not going to have an impact on it.

Do you want to put your future and your family's future into hoping and praying that the stock market continues to rise? Of course, this is assuming that you're able to save 10% of your paycheck, that you have enough time before retirement to save enough, and that prices don't sky rocket.

Take into account the weekly headlines of 50% (or whatever the weekly number is) of people won't be able to retire when they want to or that Social Security will probably raise the retirement age to 67 from 65 in the near future.

It just does not make sense! Again, that model is broken. **Unless you're fine with "rolling the dice" and hoping you can retire at 70 into your glory years, you need to do something else.**

## What It Really Takes To Retire One Day

Enough with the doom and gloom because there are ways to still retire. **In fact, if you follow what you're about to learn, you'll probably be able to retire at a younger age with a more comfortable lifestyle.**

The whole concept of "Saving enough money" doesn't work anymore because it's about impossible to save enough and then hope the stock market favors you and keeps going up over the next 40 years. Now, to be clear, I'm not telling you to stop saving your money. Absolutely not! The more you can save, the better. Stuff happens and chunks of cash are needed.



But saving for retirement is not going to cut it.

**The key is cash flow.** How would retirement be if you could stop working, but continue to get your same level paycheck every two weeks? It looks pretty good, doesn't it!

We both know that's not going to happen, at least from your job that is. You need to have a consistent supply of money coming into your bank account on a regular basis whether you're working or not.

## Traditional Income vs Passive income

The tricky part is having money coming in even when you're not working. The common term out there for money coming in whether or not you're working is called **passive income**.

Passive income is money that comes in no matter what you're doing. It's your friend, it's what you want to help you retire and to thrive in the new economy. Traditional income is what you get from a job, a paycheck every two weeks.

An author who writes a book and receives royalties for years to come every time the book is sold is an example of passive income.

So is a person who owns an apartment building and makes money off of the monthly rent.

Finding oil or natural gas in your backyard and selling the mineral rights to a company is another example.

There's a lot of ways to make passive income. Some are pure luck (like seeing oil shooting up from your backyard) and some are harder (like writing a best selling novel) then others to accomplish.

For now, don't worry about the details. **Just understand the concept of passive income - money coming in whether you're working or not.** That's the key to not only retiring, but also being successfully in the new economy.

Passive income won't pay you right away like traditional income where. **But, once you do the work for passive income, that's all you need to do. You'll get paid again and again on it.** From our college example above, as you're reading this, Chris is still getting paid passive income from things he did in college almost 10 years ago. While John, is well, still paying off his student loans.

What type of income do you want?

## Keep These Two Things In Mind

Ok, now all the basics are covered for what it *really takes* to make it in today's world. As you go out there and figure out what you want path you're going to do, keep these two things in mind:

- 1) Am I learning skills that will make me self sufficient in using the Internet to make money?
- 2) Does what I'm doing give me the chance to generate enough income?

**If you can't say YES to both for what you're looking at, look else where!**

## What Should You Do?

Many of these concepts you probably already knew, but you probably don't know what to do next. That is a common thing. People have a sincere drive to learn these new skills and put the time into becoming successful, but simply don't know where to start.

I've already spent a lot of time, money and energy researching and trying different things online. You probably have too. What I found surprised me a little bit. Many times internet programs out there teach you things or have products that you can sell. But they fall flat on their face when it comes to support and training (like when you actually have a question or need guidance) and the products are usually not the best or things that people don't really care about.

**A good product is necessary for successfully building an internet based passive income.** Remember, the internet is where people are coming to for information and help when they buy things.

You need to have a good product to market once you have the internet skills down. People buying a product over and over again, will create that passive income for you. Do the work once, get paid on it multiple times. How wealthy would you be if you had the only gas station in your town? People have to go there all the time to buy gas because they **need it**.

Of course you're not going to sell gas over the internet. You want a product that people either need (like gas) or fall in love with that people will buy both good times and bad times. You and I both probably have somethings that we just "can't do without."

Finding the perfect product and way to market it is where the rubber really meets the road. You can have the best product in the world, but if know one knows about it, you can't sell it. You can have the best marketing in the world, but a horrible product and people will buy for a month or two before they realize it's not worth the money.

How do you find a product like that?

## The Perfect Marriage for Internet Passive income

**It's combining cutting edge internet marketing techniques with a tangible product.** A common mistake that many people make is they want to sell digital products. But people don't fall in love with digital products or absolutely need them.

**But people do fall in love with products that they can hold in their hands and keep around the house.** The tangible product is important because that's what people will use on a regular basis and then need to come back and buy again. Guess where they get that? From your website!

The great part is that once you do the work once of getting the customer, every time they reorder, you make more money. **That's how you generate passive income on the internet.** Working with a traditional product is key.

You may be wondering how all of that adds up to a serious income stream. Well, there is a saying,

"Poverty is when large efforts produce small results.  
Wealth is when small efforts product large results."

All those little things add up. It's much easier to consistently do small things and have small successes then it is to hit a grand slam. Small and steady pays off.

## Your Chance For Something Very Unique

I've been working with group of people that are combining **cutting edge internet marketing techniques along with a tangible product** and results are impressive. People from all walks of life and backgrounds are having success. As far as I can tell, this is really the first time there's ever been anything like this before.

This group works as a team and they have everything in one place for learning **real internet marketing skills, building a real passive income and an easy to use marketing system to bring it all together and then implement it online.**

The most powerful thing is the team and group of people involved. People from every walk of life and background are working together. You can always find help or support when needed. **It's hard to put into words, but it's that energy you get when a lot of people are working together towards similar goals and**

**powerful things happen.** If you ever played a team sport in high school or watched a team play, you know the power and synergy that comes from the team.

Our organization is the exact same, except it's creating passive income for people.

## What Will You Have To Do To Make This Work?

You'll need to be able to set aside 5 to 10 hours a week to learn internet marketing skills and then start implementing them to build passive income.

**You won't have to learn this by yourself.** As you start learning and implementing all the skills myself and other team members will be there to help you along the way. This support is the "invisible glue" that helps so many of our people have success.

You'll need to invest a little bit of money to get it all started. You're investing in yourself and ultimately a business. The investment will vary, but it's usually just a couple hundred dollars. **Which in comparison to how much most education costs, is a drop in the bucket.** People will spend 4 years and \$100,000 to go to college, so they can hopefully get a job. With this you'll invest a little bit of money and can start building passive income with weeks of learning.

## Your First Step Towards an Internet Passive income

The internet can be a double-edge sword sometimes. It has so many great things to offer and an abundance of opportunities for generating income. With

that said, there's also a lot of people and websites out there who operate in the "grey area" of legality and prey upon people's emotions, desires, and bank accounts.

Actions speak louder than words. So rather than me sit here and try to tell how I'm different, rather I will let my actions speak for me.

**The first step is for you to talk on the phone with someone from our office.**

Our phone call is so we can get to know you and see if we can truly help you out in achieving your goals and overcoming the obstacles from stopping you.

**Warning:** If you're looking at programs or things to do online that don't offer you the opportunity to talk with someone before investing money, strongly consider going elsewhere. That's one of the most common red flags for a site operating in the "grey area." Think about it, what happens when you have questions down the road or need help? Think you will all of a sudden have someone's phone number for help?

## Take Us For A Test Drive

As I mentioned earlier, actions speak stronger than words. We could add another 30 pages this eBook to explain how everything works together in detail. But it wouldn't do a good job of explaining everything. It would be like trying to write a book about how to drive a car.

To a point, you can learn the basics of how a car operates and drives, but nothing will ever replace getting behind the steering wheel for a little bit of practice.

The same logic applies to picking an online business to help you generate income to achieve your financial goals. Rather than, trying to explain how everything works together and how we operate and can ultimately help you achieve your goals, takes us for a Test Drive.

The goal of the Test Drive is so you can be part of the group to see and feel how everything works. Rather than being an outsider looking in, you'll be an insider working along side of us. **You'll also get access to our training that will teach you all the basics you need to know about internet marketing and building a passive income.**

In a nutshell, you'll learn more in 2 weeks from us, than most thousand dollar courses. I want you to see everything we have to offer so you continue on with us for future work. **The Test Drive is FREE.**

In that time you and I will work together to make sure that we could have a long term working relationship.

**The internet marketing training in the Test Drive will literally take the guess work out of how to use the internet.**

To get connected to someone to get you started with our Test Drive, go to <http://www.RetiredAt32.com> and fill out the contact form.

The Test Drive is in place so you can explore everything risk free. Please don't feel like you have to ask every question and understand every detail when we



talk on the phone. The Test Drive is setup so you can experience everything first hand. So after reading this report and talking on the phone I urge you to action and start the Test Drive.

But don't get stuck in analytical mode or "I need to know everything." The people who do never take the first step towards building an internet passive income.

"There are risks and costs to action. But they are far less  
than the long range risks of comfortable inaction."

**- John F. Kennedy**

Our team is very down to earth, that doesn't hype things up or talk a big game. We're a very no-nonsense, no B.S. group of people who focus on results and helping people achieve their goals. Rather than fancy sales letters and hype to sell what we're doing, we let our training and content in the Test Drive do that.

If you're serious about generating an internet passive income, start the Test Drive. Go to <http://www.RetiredAt32.com> and fill out the contact form.

Sincerely,

**Chris Lopez & Jason Wells**  
**Authors of the Book, Anti Suit Entrepreneur**

P.S. You've heard that timing is everything....

The timing is perfect for learning internet marketing, establishing an online presence, and to start building a passive income. 10 years from now people will look

back at this time period like it was the gold rush. Saying, “If I only would have...” or “I just did this back then life would be different....”

**The timing is about perfect for jumping into the internet world.** The internet has matured out of the crazy infancy of the first few years that caused many people issues and frustrations. The next few years to come will be years of HUGE growth.

**Are you ready to stake your small claim on the internet and set yourself for the new economy?**

If you are ready, go to <http://www.RetiredAt32.com> and fill out the form if you haven't done so already.

P.P.S. The Perfect Marriage

It's combining network marketing (also known as multilevel marketing) and internet marketing. When worked together, they form the “perfect marriage.” Their strengths and how they operate compliment each other.

**I'll be up front, both network marketing and internet marketing have some horror stories.** Like most things, the 5% of negative and bad things out weigh the 95% of great, positive things.

Maybe you've had a bad experience or have heard a horror story. Does that mean it doesn't work? Does that mean you can't have success with it?

Absolutely not!

**If you have tried network marketing or heard bad things, then it wasn't built correctly.** We have written a book targeted to the network marketing industry called How To Choose a Network Marketing Opportunity. It will cover why the network marketing business doesn't work for so many people and it comes down to having six main criteria in the opportunity. If you didn't have one or more, it's probably the reason why you had a bad experience or heard of a bad experience. It's always the opportunity. It's not the business model of network marketing. There are two ways to get the book:

- 1) You can buy it from major book retailers in all electronic formats: [Kindle](#), [iBook](#), [Nook](#), and [Kobo](#).
  
- 2) You can request a FREE copy from us by filling out the contact form at <http://www.RetiredAt32.com>. When the individual from our office follow-up with you, let them know you would like a FREE copy of the How To Choose a Network Marketing Opportunity book.

One person, Bernie Madoff, caused more damage and ripped off more people than both of network marketing and internet marketing combined. His fraud cost people over \$50 billion in stock market losses. Does that mean you should stop investing in the stock market? Absolutely not! But it would be wise of you and other people to learn from what happened with Bernie and keep that in mind as you continue to invest.

On a more basic example and one that probably hits home with you. A young lady was volunteering at an all day event and other volunteers had brought lunch

and dinner to eat. The girl decided to grab a tuna salad sandwich. Well, after a 36 hour stay in the hospital with severe food poisoning, she found out that the tuna salad was actually spoiled chicken salad. Yea, not so pleasant.

Did she stop eating since she has food poisoning? Of course not, that would be silly and unrealistic. But, she did learn from that mistake.

So if you had a bad experience with network marketing or internet marketing or have heard a horror story, does that mean that they don't work? Nope, it means you just need to learn from that past experience.

No matter what you decide to do, there will be ups, downs and issues that come up. Just make sure you learn from them.

## Most People Actually Like It

Here's the interesting thing to me. Pretty much every person I talk with who has looked at or tried network marketing or internet marketing **love the concepts**, but for different reasons didn't have success with it. Let's talk about how they actually work.

Network marketing is another distribution channel for companies to market and distribute goods or services to the public. Some companies open up retail storefronts, some do TV advertising, some do telemarketing and so on. Network marketing is just another form of distribution that relies on individual people to promote and market the product or service. Every distribution channel has advantages and disadvantages.

The advantage of network marketing to you is that unlike the other distribution channels, it allows you, an individual person, to profit by marketing the product.

Rather than all the profits going to a central corporation, they are shared with individuals. Most companies set aside 30 to 50% of their revenue for marketing and promotional purposes. Instead of spending that on advertising, that is the money that is given to the individuals working with the company.

**There's people from every walk of life making a part time supplementary income to a full time income to replace a job to people making multiple six figure to seven figure incomes.** The money made by people depend on the effort and time put in.

There's a lot more to the details on how network marketing operates, but this eBook won't go into all those details. You can learn those later if you want to. I'll just leave at this:

**If people like Warren Buffet and Richard Branson own and are investing in network marketing companies, they've got to be pretty good, right?**

Network marketing companies and the individuals that work with them market the product or service through word of mouth marketing. Often times people ask other people for advice on what to buy or their opinion. Traditional network marketing had people go around and talk with people face to face. Which is effective, but can take a bit of time and many times is unnaturally because it just feels weird for people to do that.

**That's where internet marketing comes into the picture.** What are people doing now when they want advice or to research a product or service? They are heading off to Google, Bing or Facebook.

Savvy people are using the network marketing distribution structure and internet marketing to successfully operate a business from home, around their schedule and work towards their income goals.

When you decide to become of the “savvy” and start using network marketing and internet marketing to your advantage, go to <http://www.RetiredAt32.com> and fill out the contact form.