

HOW TO HOME BUSINESS 3 STEPS

**LETTER of INTRODUCTION...the time is right
...every family deserves a FAIR, DEMOCRATIC Home Business!**

PLAN A... HOME BUSINESS 3 STEPS TO SUCCESS

Part 1: 3 Steps Marketing Plan

Part 2: Overview of Features and Benefits with My Shopping Genie

PLAN B...10 LESSONS HOME BUSINESS BIG PICTURE

PART 1: Level The Playing Field...Equal Opportunity

Lesson 1: The Economy Is Changing...Recession or Transition

Lesson 2: Personal Economy and Network Marketing

Lesson 3: Differences Between Network Marketing and Internet Marketing

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PART 2: Be the Best Player You Can Be...You Have the Right Stuff!

Lesson 7: Relationship Building

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...a wasted future is a sad thing...making your decision

FOLKS...JUST THE FACTS...

YOU WANT TO MAKE MONEY FROM HOME...a little or a lot

YOU WANT TO SAVE TIME and MONEY...just show me the basics that work!

WHERE IN THE WORLD DO YOU BEGIN?

- 50,000+ people a day are searching for a quality home business + steady stream of income.
- 5,000 + network marketing home-based opportunities with well-crafted presentations for your approval or disapproval.

It's a virtual jungle out there packed with too many gurus saying "only the strongest will survive IF you follow me! Pay me your money and be ready to run with my leader's pack!" There are a "few" who have "figured it out" and are feeding off "the many" - those who are still chasing their dreams, often clueless, going BROKE in the process..and then blaming themselves or getting blamed.

This insane circus ride can stop right here for people like YOU and ME and all the other regular, well-meaning people who do not have the luxury of time, costs and staff to master this extensive "know-it-all, be-a-brand" process. We now have a better choice.

Don't we also deserve *freedom from stress and hope for better security with extra personal income from a home business?* Isn't the advancement of information and technology supposed to make it easier to plug into basic turn-key systems for home-based entrepreneurship and success?

IT IS THE RIGHT TIME

FOR A PEOPLE POWER HOME BUSINESS REVOLUTION!

...for a fair and democratic home business opportunity for every family who wants one.

...to turn a simple 3 STEPS plan into a movement among the masses and foster true independence and self motivation. The growth and income potential will be contagious (viral) and staggering.

- ✓ Of course, the *time is right* and your *share of the profits is important*.
- ✓ Our *technology* has simplified the home business process to a few basic steps with all its critical elements covered.

- ✓ Start by getting a *basic network marketing education* and *self-empowerment lessons* in less than an hour.
- ✓ Accelerate change by ***bringing the abundance of internet profits to the masses with a free software application.***
- ✓ Can you share a phone number, a simple marketing plan and a demonstration to show people how much money they could save with major internet trends? Of course, you can.
- ✓ Can every regular person do this? Of course, they can. Does every family deserve to save money and make money using simple technology? Of course, they do.

However, there are two things that can **stop** you.

1. You may be underestimating the New Economy. You may be missing out on the Information Super Highway in 2011 and beyond. There are new rules, new methods and new opportunities that will make those on the **right side** of this information very, very wealthy in the years ahead, while those on the **wrong side** will continue to fight tooth and nail to make a living.

Which side do you want to be on?

It's only a decision but you may have to break some old ways of thinking first.

2. You may be limiting the power to create the life you dream of RIGHT NOW because of preconditioned beliefs of the past which is “easier said than done” because habits are so entrenched and difficult to break.

But you can also become UNSTOPPABLE IF you override old belief systems with 2 ACTIONS:

1. PRACTICE PRACTICE PRACTICE with...
2. SIMPLE 3 STEPS MARKETING PLAN to make serious money from home.

You are about to learn about a recession proof home business with huge future online trends...

Have you heard of an innovative application called **My Shopping Genie?**

Well, you have now and it is your turn to release the Power of My Shopping Genie to Instantly Find the BEST BARGAINS, the BEST DEALS and the LOWEST PRICES on millions of products...online or offline!

The masses can now participate with a simple 3 Steps System for Success.

It's fast, it's easy, and best of all, it starts with a FREE SHOPPING APP!

Let's see if you qualify by answering these four questions:

- 1. Do you like to save money?**
- 2. Do you know other people who like to save money?**
- 3. Do you want to make extra money from home?**
- 4. Do you know others who want to make money?**

If you have answered **YES YES YES YES...** then this program makes perfect sense in today's economy. The future of home business is online shopping, searching, advertising and sales.

My Shopping Genie makes this technology available to every person, with or without experience.

Let's check out your choice of TWO home business marketing plans:

PLAN A: 3 STEPS HOME BUSINESS PLAN to SUCCESS

**PLAN B: 10 LESSONS for HOME BUSINESS BIG PICTURE
*THEN, 3 STEPS PLAN TO SUCCESS***

Note: there are multiple other resources available but they are not listed here but will be provided as you start a home business and concentrate on making some money quickly. At the beginning, the marketing plan must be kept as simple as possible for mass duplication in this kind of business model. As your success grows, you can plug into more trainings, calls and self-development.

One resource that may prove invaluable is a **FREE REPORT** called **A Fair and Democratic Home Business in 3 Steps For Every Family**. It is a generic look at the network marketing business and what works. The tragedy is when good people give upon this great industry because of wrong kind of hyped gurus or difficult marketing plans.

You can download at <http://www.increasehomebusinessprofits.com>

Or...email a request for a copy at amarie10@gmail.com

LET'S MAKE SOME MONEY FIRST and FAST...that will be all the motivation you'll need!

Of course, we will help you every step of the way.

PLAN A... 3 STEPS HOME BUSINESS SUCCESS

MY SHOPPING GENIE HOME BUSINESS

KISS IT! Keep it Super Simple... Teach Two to Reach Two for massive duplication. The internet is the greatest marketplace in the world. There is no recession on the internet. Do you know anyone on the planet who likes to save money and make extra money?

A. Our team does two things:

1. Give away free Shopping Genies and get paid pay per click income (affiliate)
2. Build a team of distributors and teach others how (two team infinity commissions)

ASK PEOPLE: *"Are you interested in making money online?"*

"Do you shop online, or compare prices online before you make a major purchase?"

"If I give you something for free that is going to save you \$200- \$300 a month on things that you are going to purchase anyway, would you be interested?"

NO, NOT INTERESTED...move on...it's their loss. YES, SOUNDS INTERESTING...then

B. Let tools do the telling / selling

STEP 1: Share a phone message... **512 404 1270 (prompt 4)** (7 minutes)

STEP 2: Share a video http://youtu.be/Y_rpmSHgl74 (7 minutes)

STEP 3: Help **Install Genie and Do a Demo** to show real personal value (savings) based on recent purchases. Works in real time!

Explain while you do the demo, *"Now I get paid every time people use the Genie I gave them for free. It's my Pay Per Click income, just like Google. Do you see an opportunity here?"*

C. Have you ever thought about making money online?

NO...you can still use the Genie to continue making savings

YES...share the online webinar to explain the basic pay plan

To start, keep it basic...when you sell two Genie licenses you make \$100. 4 direct or indirect customers in two legs makes another \$50 (cycle bonus).

Help your customers sign up their customers.

BASIC PAYPLAN

We know the Genie saves money but how does the Genie make money from home?

BECOME a MY GENIE DISTRIBUTOR: Lifetime License is \$189 plus \$10

Monthly subscription is \$34.95

TWO MAIN WAYS TO EARN INCOME

1. Pay Per Click income: \$2 to \$3 monthly per contact (average 80 searches a month)

2. Direct Sales Commission Dual Team Infinity Pay paid weekly

- ✓ sell 2 licenses earn \$100 one member on the left and one member on the right
- ✓ 2 sales on left and 2 sales on right earn \$50 (cycle bonus) direct or indirect
- ✓ 2 monthly subscriptions on left...2 on right earn \$10 direct or indirect
- ✓ 20% override on team bonuses
- ✓ 20% override on pay-per-click bonuses

For veteran marketers who are familiar with more detailed overviews of the Pay Plan see the website directly

<http://www.myshoppinggenie.com/threesteps> (See bottom link “distributors”)

You will also find more information here, but don't stop in our tracks because you think you need to know all of this material. It will happen with time. You will also find the ***sign-up link*** here.

For others, you can avoid this *common obstacle of information overload and indecision* by just “getting the basics.” Your upline support will help to answer any other questions. No more excuses allowed.

ONE PAGE BASIC OVERVIEW OF MY SHOPPING GENIE BENEFITS

What is it? My Shopping GENIE is a handy comparison tool that rides on a Microsoft platform on top of major search engines and finds the best internet deals for any product you are looking for in just a few clicks without searching pages. Never pay full price for anything again. Without the Genie, it's like throwing money away into a trash basket.

How does it work? First, the application is free. All you do is download the My Shopping Genie APP which is easy, safe and takes about 2 minutes to complete. Suddenly, the icon appears and every time you open Google, Yahoo or other search engines, the Genie appears and opens up sites to get a good deal, a bargain, a coupon, online discounts on clothes, electronics, stereos, furniture, office, home, pet supplies, hobbies and crafts, renovation and more. Finding bargains and saving money has never been easier.

What do I have to do? You can become a distributor of the My Shopping Genie by getting the license to give it out for free. Or you can just use the Genie and enjoy the low price offers and savings benefits. To be a distributor, you need a one-time license and maintain a low monthly fee. Personally, this definitely beats possible \$100 or more for autoshipments and storage of products.

How will I earn money? There are TWO main ways of earning income.

a) First, as an affiliate with **pay-per-click revenue** for every personal user who has downloaded the application paid *monthly*. Every time a personal contact clicks on a My Shopping Genie product recommendation, the distributor earns affiliate type commissions.

b) Second, as a **distributor who earns a dual team commission paid weekly**. The compensation plan is built around the traditional binary model and provides several layers of earning potential and various levels of advancement in the organization.

Who will help me with marketing? Internet marketing is spreading the word about My Shopping Genie internationally. The company offers several marketing tools like TWO standard replicated websites. There is the excellent promotional coupon creation in the back office for small business owners as well as standard banner ads to be used on blogs and websites.

Who will help me make the kind of life-changing money to retire on? In order to make any network marketing affiliation work, you will need to develop a strategy for generating many prospects and converting them to customers and/or business partners.

It is simple to give away Genies all day long, but to make a full time income, you have to find team members who also want to give Genies away and make income.

The bottom line is, in order to have significant income in My Shopping Genie, or any other network marketing company, you have to know how to prospect on a large scale every day. Our master team uses a 3 Steps to Success Plan...a phone number, a video or webinar and a hands-on demonstration. This plan makes it easy to present to new prospects which makes it simple enough to duplicate even with people who have little business experience.

If you wish to tap into internet marketing, we will show you how to use an excellent autoresponder messaging service with inbuilt training and support to reach as many home business opportunity seekers as you wish.

All the combination numbers are in place except YOU to check out this demonstration to see how much money you can save and how we can work together.

PLAN B...10 LESSONS for BIG PICTURE

LESSON ONE: THE ECONOMY IS CHANGING

..people may not realize how bad the economic changes may turn out to be...OR how simple it is to do a network marketing home business but do it RIGHT..until now!

A. 8 Rules of Money are Changing

These are some Robert Kiyosaki's (Rich Dad Poor Dad) viewpoints from his new book about a few big concerns on how the future will be different. Here are just a handful of factors:

- ✓ baby boomers are retiring and beginning to collect Social Security in an unprecedented rate..78 million
- ✓ suburbs are ground zero for the continuing subprime mess
- ✓ major shopping centers and retailers are closing their doors while online shopping is taking off
- ✓ television networks are losing advertisers to the world-wide web
- ✓ major airlines are on life support while people visit all over the world via the Internet
- ✓ pension plans are going broke including company pensions, health care and Social Security
- ✓ China will soon be the richest country on Earth and is asking that the US dollar no longer be the reserve currency of the world

B. How would you describe the New Economy

Here are some of the defining features:

- ✓ it developed as a result of internet activity through the use of innovative or new technologies
- ✓ knowledge is seen as systems or processes with higher inherent value than human capital. Downsizing is often seen as a positive "cost cutting" measure.
- ✓ virtual marketplaces and virtual organizations offer benefits of speed, agility, round the clock operation and global reach

- ✓ The economics are not of scarcity, but rather of abundance because information does not become depleted but can be shared, and actually grow through application
- ✓ Self-employment becomes a serious contender.

C. A quick summary of some of the problems with the Old Economy

- ✓ Corporate earnings are at record levels, but much of the growth is overseas, and efficiency gains have allowed companies to limit hiring.
- ✓ Small businesses may be posting better sales, but many can't get loans to expand.
- ✓ The real estate collapse of homes and commercial properties is still real with foreclosures and tightened loans leaving many consumers unable to tap home equity to get loans. One in four homeowners with mortgages owe more than their homes are worth.
- ✓ Consumers are spending less, constrained by 10% unemployment, still-heavy debt and high gasoline prices.
- ✓ Unemployment or underemployment continue with no signs of a turnaround that needs to generate approximately 350,000 payroll jobs per month.

D. So How Does It Affect Me?

The world and media are calling it an *economic recession*, but we are learning that we are actually *transitioning into a new economy*. Not one built from brick and mortar store locations, but one that is growing from *online locations*. More access to more information is equating to better prices, savings and online merchants are getting market shares that could have never been imagined or realized before.

The Genie is not only in the middle of it, the Genie is actually causing it to occur faster.

Look at the economy as being in a transition, not recession. Many jobs will never come back, but others will take their place. Many people will start new ONLINE businesses sprouting from new inventive ideas.

Today is the time to transition between the **Industrial Age** and into the **Information Age**! When you think of companies that have been the fastest growing and most successful during the last five years you think of Google, Facebook, WebMD, Yahoo, etc. What do they have in common with our business? They all give away information for FREE on the internet and they are all paid by advertisers.

At a personal level: I am ready for a call to action to adapt to change...and leverage technology for my benefits.

LESSON TWO: WELCOME TO YOUR OWN ECONOMY....No Half-Truths

5 Huge Reasons for your Home Business

Part 1: The Benefits Of Your Own Personal Economy

Part 2: The Benefits of Network Marketing Done the Right Way!

You can not control the national economy. If interest rates rise, jobs are outsourced overseas, unemployment increases and political decisions negatively impact our economy, there is nothing you, personally, can do about it.

You can only control your own personal economy. Would it not be better if you were in control of what you do and how much you are paid? Well, of course it would be better. You can start to regain control of your life, your freedoms and your financial well-being with a home based business. It's time you took back control of your life and started making decisions that benefit you and your family.

REASON # 1... TIME FREEDOM

- ✓ People want MORE TIME to do what they enjoy in their life, as much as they want more money...especially busy professionals.
- ✓ Eliminate the time commuting or the time spent on office politics
- ✓ Would you rather work your life around your business or the other way around...work your business around your life?

REASON #2... LEVERAGE

- ✓ **L**everage Technology to maximize your efforts. Your home business can work for you 24 hours a day, world wide even when you sleep.
- ✓ The individual can enjoy the same type of leverage and capabilities of a large corporation
- ✓ Your only regret will be that someone didn't show you how to do this sooner.

REASON #3... LIFESTYLE what's that?

- ✓ Do you have a lifestyle now that really turns you on? Did you forget that a great lifestyle was even possible?
- ✓ Lifestyle is about living where you want to live and having the money to do the things you really enjoy when you want to do them.

- ✓ Most of us only need a phone and the Internet to connect with our business... and we can get connected just about anywhere!

REASON #4... TAXES

- ✓ IF you're a W-2 earner, you'll want to pay attention here! Most people are not aware that by having a home-based business they are entitled to many substantial tax deductions. This could make a significant difference in their lifestyle without increasing their overall income.
- ✓ You'll see that the tax code offers home based business owners 157 legitimate tax deductions while the typical W-2 earner only gets 3 !!
- ✓ In essence, you're nuts if you don't pursue building a profitable home business.

REASON # 5... FINANCIAL FREEDOM

- ✓ Unless you have a financial vehicle that let's you increase your income on demand, you are just an indentured servant, no matter how fancy your title or how many degrees you have.
- ✓ Could you support yourself indefinitely, if for some reason, you lost your job? The NEW style of home-based business allows you to start part-time, work within your schedule and work when you want to.
- ✓ Have you sacrificed the quality things in life, trying to achieve something that was not there when you arrived? It does not matter how much money you make, if you have to give up YOUR LIFE just to get it.

PUT IT ALL TOGETHER....TIME FREEDOM...LEVERAGE THROUGH TECHNOLOGY... LIFESTYLE...TAXES and FINANCIAL FREEDOM...

The NEW style of Network Marketing home-based business can give you TRUE financial freedom...it duplicates massive people power for massive profits with simple 3 Steps Plan.

PART TWO: What makes network marketing home business work?

Network marketing is time-tested and proven to work based on the founding principle that average people with above average dreams can start with minimal capital and build a successful, profitable home business.

It is based on only 3 foundational principles for maximum success...let's return to basics. Share an important message in a simple way and earn multiple profits.

Why would I want to burden a new business associate with anything more than 3 Steps to Success?

BENEFITS OF NETWORK MARKETING HOME BUSINESS

- ✓ alternative option to starting a home business from scratch. You can plug into a network marketing company with very modest amount of working capital to start, some sweat equity and earn potential income on a weekly or monthly basis.
- ✓ order valuable products directly from the company...an alternative to retail
- ✓ use the company as a base that does the "heavy lifting" ...market research, manufacture, shipping, inventory, update accounts, advertising
- ✓ earn commissions from both direct and indirect referrals
- ✓ learn from years of experience...no need for sweat and tears reinventing the wheel. It is the only way to leverage the expertise of top professionals and cutting-edge marketing tools
- ✓ do not need sales experience, marketing skills, public speaking, leadership qualities...because you use expert information tools to tell the story for you
- ✓ an equal opportunity even though our conditions are different, most of us can afford a very low-cost entry and potential for professional
- ✓ sometimes said that network marketing home business is not so much about products as it is *a vehicle to achieve a more positive lifestyle*. People can say "No" to a product but say "Yes" to producing huge profits from home. But it must be done right...And that is why a new transformation is changing MLM forever

"Poor people live by one set of rules...rich people live by another...working for a weekly paycheck will never make you rich... This is why network marketing is the "perfect business" for anyone, even people with no previous experience and very little money...Kiyosaki

LESSON THREE: INTERNET MARKETING VS NETWORK MARKETING

Part 1: Wrong Ways to Build an Online Home Business

Part 2: Right Ways to Build an Online Home Business

Say it again, Sam...the truth is it's not your fault that you aren't rich in these economic times of great prosperity on the Internet. The value of information, the leveraged message, the simple duplication marketing plan and residual income for life is available for all people. But it has become skewered by guru-type promoters who now openly admit that only **1 in 10,000 people** can manage their programs. What a shameful admission and scam!

Make sure you get this point, that there are some excellent internet marketing teachers out there.

But there are also a lot of developers who have only made money by selling Internet Marketing products to Internet Marketers trying to make money in Internet Marketing! Their goal is to sell lots and lots of products that will show you how easy it is to become successful and how rich and knowledgeable they really are as gurus competing with other gurus.

Now here's the real picture...only 20% of Internet Marketers will ever make any money online, only a paltry 5% will ever make a living online, and only around 1% will become rich online.

The point is not to make you feel discouraged or frustrated or broke to do anything about making some serious money online.

There are wrong and right ways to grow your business on the internet.

PART 1: Wrong Ways to Build an Online Home Business:

- x Avoid this hype: The secret to online success is building a targeted, responsive email list... Get your share of a million ads...Get targeted traffic to your website...no need to cold call, explain, convince...become a renegade marketer...a magnetic leader for others will pay handsomely to follow.
- x Chase leads with no follow-up, conversation or first building a relationship. Is network marketing a travelogue on the internet's super highway or a person-to-person contact sport? Would you start a home partnership with a virtual stranger?
- x Don't believe people who say it's easy. **HOW COULD IT POSSIBLY BE EASY?** According to the latest stats, 88% of searchers NEVER go beyond page one of the search results, both paid and organic. This means there's room for only about 10 players in any given market. This means you've got to figure out how to be amongst the **TOP TEN VENDORS IN THE WORLD** for your market to get ANY significant traffic.

- x Can you really succeed as a popular, special internet marketer when you have to compete with the **top ten in the world** with unlimited resources? When you put it like that, all the internet hype kind of melts away, doesn't it!
- x Make the wrong choice of a bad marketing plan will prevent you and your family from following through with focus and determination. You should not be expected to be a marketing ace with necessary skills, background, and research methods. How long will it take you to learn about keywords, backlinks, continuity, audio, video, testing, tracking, conversion and more?
- x Do not believe that an “amazing” network marketing company’s website will cause a prospect to sign up for your home business with utter delight because he has found exactly what he was looking for...no questions asked. People do not join a website with all their bells and whistles..they join you because you show you care and will help.

PART 2: Right Ways to Build an Online Home Business

So, what is doable in the network marketing home business? Getting new leads for your home business can be positive. It’s the manner in which they are treated that matter.

- ✓ Pick up the phone and call the prospect or lead. This is mandatory. Nobody joins a virtual stranger to create a home business partnership...no one. You can practice and learn proper conversational scripts...the better lead management companies provide full live training. www.buildingfortunes.com/co/aberukoff
- ✓ Build your business one person at a time. You don’t start to pitch products all over the place. A good ice-breaker might be: “If you had a million dollars just handed to you, how would your life be different from now?” Let him talk. Always remember that this business is built by fueling dreams. What other options are there for lifestyle choices? Many compensation plans start by finding two like-minded people and helping them find two each.
- ✓ Never take rejections personally. People are sometimes their own worst enemies and blindsided by old habits and routines. Ten “not interested ” will bring you closer to one “tell me more..I keep my options open...could sure like to know what financial freedom feels like!” Always try and leave a small token of appreciation, your phone number and call-back in a few months...life’s parade may have changed.
- ✓ Keep your marketing plan reduced to basics as simply as possible without loss of critical information. Use the main leverage of an expert’s message. Use professional presenters and webinars to outline the company’s features and benefits and help answer questions.

What is particularly exciting, as network marketing has evolved with internet marketing with new channels of distribution, there is a new principle...*let prospects try the service for free and determine their own value for the service. If they like it, they will refer it to others.*

You are invited to learn more about a phenomenal home business opportunity called My Shopping Genie that plugs into the major internet trends and profits. Its main purpose is to help save money and time for every family offline or online..

It has been compared to the Niagara Falls of Home Business because the internet has such growing power in our lives. You can stand by and watch it or stretch out a bucket and get your piece. You will be impressed by how simple it can be.

People don't dream about latest anti-oxidant juice..they want to know how financially "free" feels like. When was the last time you spent a year without worrying or arguing about money?

LESSON 4: CRITICAL QUESTIONS TO ASK WHEN EVALUATING A HOME BUSINESS

Today, a profitable home business is a hot commodity in the marketplace in this troubled economy. Everywhere you look, there are banners and ads inviting you to grab the “holy grail” of unlimited income and lifestyle freedom.

Yet serious internet marketers know there are many variables to success in any business especially a home-based partnership. These are the kinds of questions they ask before venturing into a new online business. Is it the technical know-how...traffic strategies...sales conversions?

My home business recommendation is **My Shopping Genie**, an easy software App that rides on top of Microsoft and major search engines to find the best deals and discounts in real time in thousands of top online stores. It saves substantial money and offers substantial rewards as a distributor.

The following questions and answers are in reference to My Shopping Genie. You might like to do the same exercise with any home business opportunity you are considering.

- ✓ **Is the market easily targetable? Where do you find customers? Do you advertise everywhere or do you need to be more specific?**

Yes, My Shopping Genie customer base is truly everywhere based on two qualifying questions: Who do you know likes to save money and who do you know likes to make extra money? This pretty well covers most of the population in tough economic times and somewhat more essential than nutritional or electronic products, in my opinion.

✓ **Is there a problem in the market you're targeting and does your product address to that problem?**

Yes, the main purpose of My Shopping Genie is to save money and offer an opportunity to make money from home.

Yes, our distribution team uses a 3 Steps Plan for Success. Everybody can do this kind of marketing. Another problem is the current misinformation about the basic functions of a MLM or network marketing home business. There are only 3 concepts that make this industry work. However, in my experience, too many opportunities are overwhelmed by information which the average person cannot manage much less master much less convince others to participate in this kind of complex competition.

✓ **Is your product unique in the market? Does it provide a solution to home business success?**

Yes, this is a very important point because network marketing is not unique as a potential way of earning home-based income. What is unique about the Shopping Genie opportunity is it starts with a *free tool* to help determine its value to the customers first. People are delighted to see how much money they can save and they are well motivated to share the idea with others. A distributor's license is a reasonable one- time cost and monthly subscriptions are unbelievably low. There are four different ways to earn income.

✓ **Is there a viral component to your business model? How do you generate traffic? How do you convert leads into customers or affiliates?**

Well, this is the million dollar question. The experts say, "Getting traffic is easy, keeping the traffic is harder, converting the traffic into sales is the hardest. If you think getting traffic is tough, that's because there isn't a viral component to your business model."

My opinion here is that network marketing and internet marketing are the same and different as the right hand and the left hand are both necessary but unique in their abilities. My Shopping Genie will allow you to do more networking, helping people and celebrating their savings and successes. It can open more doors and conversations with a simple script: "Do you like paying too much for anything? Do you know anybody who does?" People get immediate results and share it with friends and neighbors. *Natural word- of- mouth advertising* has always been the best viral component.

✓ **Do you have an automatic sales conversion strategy? Do people need to be reminded to buy from you?**

The Shopping Genie will continue to appear and find BEST DEALS and LOWEST PRICES in top online stores. SAVING MONEY is always positive in a recessionary economy. Yes, some prospects may procrastinate in their search for a different way to make money from home, picking through thousands of home-based business opportunities, possibly getting more confused, even victimized. Again, it is why you want to start with relationship building and then share a simplified 3 Steps marketing plan.

✓ **Is the need for your product long-lived?**

Absolutely. E-commerce will continue to expand. Online advertising and sales are major growth trends. Saving money is a recessionary tactic. Supplementary income matters. Personal Financial Security is an important long-term goal.

My Shopping Genie is not a fad. People will use it every day and a distributor will continue to get recurring income in a few ways.

✓ **Is the operation of your business self-running? How much time will it take you to keep the business running? How much maintenance work is required?**

This is a huge question also. If your business requires a lot involvement from you, it means you may be kept so busy that you may have no time to relax or explore other business opportunities.

I have seen too many veteran networkers who spend long hours each day each week in maintaining their teams, attending every conference call, following-up every prospect, taking self-development lessons, blogging, branding themselves on social media, and more. Attrition has often resulted because very few people want this “job at home” vs any kind of job. The golden key in network marketing should never be buried under an onerous workload . The real treasure is to keep it simple...take the message and duplicate it without the fan fare.

This is why, in all honesty, My Shopping Genie is a *real fair and democratic home business* that every family can do and deserves. And now it can answer the critical questions of an online business as well.

Any questions or comments are always welcome. Skepticism is a good thing...due diligence is important...but saying “No” or making an assumption "you know it all" is the most dangerous thought you can have in this fast-changing, different but still abundant world

**My Shopping Genie is the Top Home Business of the Future –
10 Magnificent Unbeatable Reasons**

- 1.** You can take advantage of major trends in the economy and making money online.
- 2.** You can participate in how the Internet Revolution is changing the world we live in and how goods and services are distributed.
- 3.** You can capitalize on this major economic shift from an Industrial Age economy to an Information Age economy. Internet-based companies like Amazon are thriving.
- 4.** You can tap into the \$320 billion pay-per-click industry.
- 5.** You, as a Genie distributor, use the internet as a medium of distribution of goods and services to lower the costs and save customers money and make significant income.
- 6.** The Internet is the biggest technological advancement of our lifetime and it would be a shame to not be able to find a way to leverage it to create a better life for most families. Make the marketing plan as fair and democratic as possible so that every family can participate.
- 7.** My Shopping Genie App is free, easy to download and opens the entire web to the users, helping them save both time and money.
- 8.** It is estimated, by 2014, 30 – 40% of shopping will move to the Internet which means over one trillion dollars in business online...the largest transfer of wealth in history. The Genie is the best way the average person can participate in and profit from this inevitable potential.
- 9.** The marketing plan is kept simple so more masses can participate. If you have a phone, a computer and can do a demo to prove individual savings...then you can count yourself in.
- 10.** The future of home business is to give away a valuable application for the purpose of saving money as well as opening a door of opportunity to connect with others who are also interested in making money from home, a little or a lot. Even if you don't want extra income from a home business, you will always have the free gift of lowest prices and best deals on the Internet.

How great is that! How simple to use and promote!

.LESSON 5: WHAT ARE YOU LOOKING FOR IN A HOME BUSINESS...10 THINGS MAKE SURE YOU UNDERSTAND THE NUMBERS

Has anyone asked you, “What are YOU looking for in a home business?” If you don't know what you want, you may be persuaded to do almost anything.

Do you know how many times when I ask prospects, “What kind of home business are you interested in,” they don't know. How tragic and inopportune because making money from home is NO HYPE and NO GAME!

When was the last time any person who was trying to sign you up into an “amazing, make-your-dreams-come-true” opportunity, actually asked you about what you were looking for...what would best suit you in terms of your personality, preferences, interests, experience and time. Next time someone calls you, why not ask them questions about what you want and see if they can provide the answers you are looking for! This is grassroots power!

I remember working with a top team using their cold calling script on the phone. It was called a 60 Second script, but believe me, it was five pages long and covered details like the liquid nutrition business, specific nutrients, immediate positive cash flow, deductions, dive for five, retail versus wholesale, and fast track millionaire pack...all before the prospect could say a word in between.

It is time to turn the table around and YOU CAN DO THE TALKING ABOUT WHAT KIND OF HOME BUSINESS YOU WANT! How Cool Would That Be!

WHAT I AM LOOKING FOR...10 THINGS

- ✓ **ONE: I definitely would like to be better prepared financially.** The bottom line is if we are not in an economic crisis, we are certainly close to one! I've heard some economists predicting that things may get even worse before they get better. It only makes sense to inquire about opportunities which can be found in growing industries such as technology and marketing options. Many families are nervous about their future and are barely getting by. If unemployment continues to rise, highest in 14 years at this point, it may affect my family.
- ✓ **TWO: I want extra cash flow but based on a low-cost entry point.** There are other families who say that once they pay off their rent, food, credit, car and gas expenses, they barely have enough money to survive much less assign any extra money to start a business. Or put a little into a savings account to nurture their retirement years (which experts predict will be at least one third of our lifetime.)

- ✓ **THREE: Of course, I want to build a bridge to a new lifestyle and future.** Don't tell me a life in the pursuit of dreams is worth living. Well, here are my dreams...and you must never use them as some kind of fuel to launch me into something we both know I would not be able to do.
- ✓ **FOUR: I want to beat the learning curve and save time and money.** Of course, I understand that the longer I wait, the longer I will be constrained by financial worries. Frankly, I'm tired of waking up in the morning and focusing on how to solve this cash flow crisis instead of making decisions based on doing things I enjoy doing. I know there is a cost either way...standing still, earning less, yearning more or moving ahead, earning extra money and dreaming new goals.
- ✓ **FIVE: I would not sabotage my family's worth or future IF there was truly a basic program I could do.** However, I also know there are a lot of issues about network marketing and most people don't make it for a variety of reasons.
- ✓ **SIX: I want a quick overview of network marketing's basic values BEFORE I join any company.** The real values of leverage, duplication and residual income by using Information tools in our ever-changing Information Economy will outweigh a brand of soap or candle. Don't give me a line-up of products to start with.
- ✓ **SEVEN: I want a well defined and standardized plan that others can learn and share quickly.** I want information tools to make the presentation on my behalf. It is never about selling or personal rejection. Either people get what the expert is saying or assume they know more.
- ✓ **EIGHT: I want a plan that will allow me to make money quickly because that is all the self-motivation and training I need.** I will start with people I know who also will see value. I don't want to be an internet superstar...if I develop leadership skills it will be after I make a lot of money that every day people can do.
- ✓ **NINE: I don't want to be coached by some trainer who tries to make me feel like there is something wrong with me and THAT'S why I'm not successful.** I don't want to listen to endless calls and chase people for their opinions. At 6:00 PM, I'd like to listen to my favorite TV news broadcast, not another corporate training call.
- ✓ **TEN: Did you mention a 3 Steps Success plan?** Are you sure this business can be done in 3 Steps with no loss of critical information? That is exactly what I know I can do. This will democratize the world of home business in the same way as a simple black mass-produced Model T Ford got more people on the road.

This is like "a chicken in every pot" slogan from the 1930's depression.

MAKE SURE YOU UNDERSTAND THE NUMBERS

with My Shopping Genie Home Business

Can 7 minutes a day makes your boss go away!!

The formula for success to reach your goals is to do simple, consistent actions every single day. The One- A- Day Club is a simple daily plan of activity to help you get to where you want to go with your Genie business.

Take 7 minutes every day and walk somebody through the 7 Minute Magic Call.

512 404 1270 option #4

- ✓ Do that every day Monday through Friday. This means you will expose 5 new people to your Genie business each and every week.
- ✓ You'll have a bunch of people who want the Genie to save time and money so you will be earning affiliate income.
- ✓ You'll also have a bunch of people who see the opportunity and want to be a distributor so you'll be earning team builder income.
- ✓ All of the Resources are in place to help answer their questions... live calls, live webinars, 3 way calls with team leaders. Make sure they get the schedules and updates site.

Even if you had a very low sign-up success rate of 1 out of 5, that would mean you would personally sponsor 1 new person each week.

Teach your people to follow the same game plan and here's what can happen:

Week 1 – 1 person in your business

Week 2 – 3 people in your business

Week 3 – 7 people in your business

Week 4 – 15 people in your business

Week 5 – 31 people in your business

Week 6 – 63 people in your business

Week 7 – 127 people in your business

Week 8 – 255 people in your business

Week 9 – 511 people in your business

Week 10 – 1023 people in your business

Week 11 – 2047 people in your business

Week 12 – 4095 people in your business

Week 13 – 8191 people in your business

As you can see the grand total of all those 7 minutes a day can be enormous.

Everybody can find 7 minutes a day, especially if it means dramatically changing their financial future. Today you may be poor...but rich on your terms is better!

Are you feeling the power of true leverage and simple duplication yet?

You can be firing your boss in no time!

I hereby commit to taking the following actions:

A. I will personally take a minimum of ONE person through the 7 minute Magic Call every day Monday to Friday.

B. I want to achieve my goals faster so I will personally take a minimum of TWO persons through the 7 minute Magic Call Monday to Friday.

“Network marketing is the only true equal opportunity industry. A high school graduate with no business experience can become a millionaire. It’s a matter of determination...seeking out training and the ability to stay on course.” Mark Yarnell

**LESSON SIX: BEST HOME BUSINESS BUILDING ADVICE FROM TOP
MY GENIE DISTRIBUTORS**

It's all about "plugging them into the system." Systems duplicate. People do not.

The best business building tips are consistent for everyone. People are looking for honest, legitimate and profitable home-based businesses.

The real power of a network marketing home business is you can follow the same steps as top distributors to be as successful as you wish to be. Some people call it magic but it's the duplication power of 3 steps that everybody can do.

A. Keep it simple!

1. Share the number. 512 404 1270 (opt 4)

2. Show the official video.

[Http://www.myshoppinggenie.com/threesteps](http://www.myshoppinggenie.com/threesteps)

3. Demonstrate the Product.

Use the Support System with Upline three way calls, webinars and/or Conference Calls

B. Start by asking the right kind of questions:

"Are you interested in making money online?"

"Do you shop online, or compare prices online before you make a major purchase?"

"If I give you something for free that is going to save you \$200- \$300 a month on things that you are going to purchase anyway, would you be interested?"

How many people do you think would say, "Not interested, sorry." Would you?

Answer: Allow me to demo My Shopping Genie App and show how it can save money for you.

SPECIAL NOTE: My Genie is easy to give away BUT you must take control and walk people through the installation. Don't just assume if you tell them, or give them a card, they will install. Share stories of savings. If the demo sparks interest, they can learn more about how they can own the software, brand it and give it away to earn extra income. The hands-on demo has been the key to much success in this business. Imagine if you asked this question and did demo's consistently and persistently over time. Your money would add up very nicely.

C. Other best home business building advice:

- ✓ ***Be a product of the product.*** If you don't believe in your product, how can you be passionate about telling others? You have to be able to say to yourself, " I like to save money and get the best deals on products I am going to buy anyway. I use my FREE Shopping App to save money for my family on lots of items!"
- ✓ ***Be teachable.*** Find that "one person" in your upline who has a vested interest in your success and then start working the business. Make sure the person coaching you is having the level of success that you want to have and that they are plugged in using a proven success system. True leaders understand their success depends on your success.
- ✓ ***Teach two to get two!*** If you duplicate this nine times; your team will grow to 1024 members. Remember, that you are in business for yourself but not by yourself. We promote 3 Way Calls, Weekly Team Training Calls and Staying Plugged in to the company training and events...the 5 M's - More Meetings Mean More Money.
- ✓ ***Tell don't Sell!*** Use the tools at your fingertips provided for you. Show everyone you meet how the Genie works, and let the Genie open the door! Don't worry about "closing" them, worry about "opening them to more information."
- ✓ ***Set the example*** for your team by plugging in to company events and conference calls. The next step is to make sure your team plugs in too! To WIN BIG...you have to plug into everything!
- ✓ ***Get started fast*** and don't look back. Help your new distributors get their first check as soon as possible. This helps to anchor them into their business and helps offset their monthly hosting fee of \$34.50. It also helps with retention. Help new distributors with simple steps to get started, so they can duplicate the same process with their new distributors!
- ✓ ***Be persistent and consistent*** no matter what. You can only really control your attitude and activity. Know what you want and write down your dreams and goals. If you want it, speak and focus on your WHY goals "why you deserve better." The "how to" is the easy part because of attitude and activity.
- ✓ ***Share My Genie with excitement and enthusiasm!*** Have fun, stay consistent and keep it simple! Take advantage and use the great tools provided by the company to help build your Genie business. Plug in to the fantastic and easy to use system to build a duplicatable business all over the world - from your home!

MAKE A PERSONAL COMMITMENT WITH 9 COMMANDMENTS

- ✓ I know that My Shopping Genie is my family's vehicle to financial freedom
- ✓ I know that taking consistent productive action every day is what will allow me to reach my goals.
- ✓ I know that following the 3 Steps Plan for Success is what will help build my business the fastest and the strongest.
- ✓ I will walk people through the 3 Steps Plan for Success and help answer their questions.
- ✓ I will not try to convince people who do not see the big picture and value of what My Genie is all about.
- ✓ I will identify and work with people on my team who want to take action and change their financial future.
- ✓ My time is valuable and so is my family's future. I will use my time wisely and will not chase people on my team who are not ready to take action.

In the most exciting time in human history, when we have more opportunities to learn, develop, and seek enlightenment, most of us will spend more time selecting our menu, than we will ever spent thinking about our life in a meaningful way..." Randy Gage

LESSON 7 RELATIONSHIP BUILDING..Getting to Know You

Nobody starts a home business with a virtual stranger. Relationship building starts with people who co-operate and care for common well being and success.

You will read no other words like this. If these personal words make sense to you, nothing else will come as close to getting financial independence. This is the right gift...the right time...the right opportunity and the right way to show we care.

Together, we can make it RISK-FREE and FUN!

- ✓ If you already have a job, but want more income security
- ✓ If you already have experience with a network marketing home business and have struggled, this will help you escape the trench, risk-free and fun.
- ✓ If you are brand new to a home business, this will show you how to be better informed and prepared for a new call to change.

Sadly, some experts say that 98% of people who read about new things never give themselves the chance because of ingrained, preconditioned habits of thought:

- ✓ They will continue to *self sabotage*. They will let their previous habits and experiences dictate their future choices.
- ✓ They will never break free from their 9-5 work or its replacement. They will never supplement their income even part-time. They will never get out of debt. They will never pay off their mortgage or loans.
- ✓ They will never get their dream car, house or vacation.

But it is time for you to **prove the experts wrong**. You can be better than that. You will always have the chance... but the first step is yours. Nothing happens until you take action and now you can do this as risk-free as possible.

As a professional network marketer, I understand there are two sides to every home business success story.

- ✓ First, is the **opportunity to be an independent associate** with a first-class network marketing company.
- ✓ Second, is the **self-belief that you have the right capabilities** and deserve something better in life for you and your family.

In order to build the right relationship with you first, I will not motivate you by fear about the economy or prejudice what you might already know and feel, or superimpose my beliefs.

It's OK to feel angry when life's patterns and dreams no longer fit together, but you must not feel victimized or get angry at yourself. You have choices...just make sure the right assets are at work in your pursuit of life, liberty and happiness.

Do you have a little person who talks inside your head? We all do...some are louder than others.

What if you could change your words and change the direction of your life?

I would like to share some personal words, a monologue script that can help move you over mental doubts. *Remember there are no outside physical obstructions to stop your home business progress to success, just inside insecurities and habitual blockages.*

Do a little role play and read the next section aloud, if you wish.

- ✓ My future is not meant to be a big mountain of worry, debts and broken dreams...because I can climb mountains...one step at a time.
- ✓ I don't want entitlement...I know effort precedes rewards. I'm a good strong person and I can deal with odds but make them even on a level playing field.
- ✓ My family deserves more...I am looking for a way to make extra income with low-cost and high potential. I want a home business with heart that cares about me first.
- ✓ I do not have time to "brand" myself as a "magnetic" expert and mentor others. I do not need lectures about self-manifesting dreams into reality.
- ✓ I do not want to learn mega strategies and core competencies...whatever that means...but I applaud the right for others if that is what they are good at. In time, maybe.
- ✓ My self-management is just fine because I have a family and friends that come first.
- ✓ I am an extraordinary person in my own way...just nobody has told me that lately.
- ✓ I have more power than you may think. I do not hide behind the facade that spending more TIME doing the wrong things will somehow create the RESULTS I want. The purpose of technology is to take advantage and do more with less with true network marketing principles.
- ✓ I can take control and take action...but like so many others, my financial rug has been pulled out from under me.
- ✓ I feel unprepared for economic changes I have no control over but I am prepared for a tried and true free enterprise home business that works for others like myself.

- ✓ Maybe I've even checked out a home business or two. The opportunity hasn't lived up to its promise. I know I am not a marketing wizard with unlimited expenses...but I can do 3 simple steps..and so can the people I talk with.
- ✓ I'm sick and tired of strangers pitching their promised fortunes at me. I'm turned off by buzz words and easy hype.
- ✓ I don't jump through hoops and play the game of corporate strategies in a grassroots democratic home business. Our biology does not need to dictate our destiny when we can participate with equal circumstances.
- ✓ I want to be as independent as possible with a simple home business that cares with heart, hope and equality.
- ✓ I do not have the talent of a shining superstar in sports or entertainment but I respect the wrenching efforts it takes to develop and fine tune their competitive status.
- ✓ I have no desire to be a guru, celebrity or a reality show star...I want to make a purposeful life. I am ready for a call to action to adapt to change...and leverage technology for my benefits.
- ✓ It is time for me to stand out from the crowd. And I can build my financial fortress step by step. If you can show me a home business marketing plan with only 3 steps, I just might soar to unlimited possibilities.
- ✓ I am a good person and I care.

You can stop reading aloud. I hope you can see you have every right to a fair and democratic home business. But where will you find the support you need?

What if, we can show you the right timing for a home business is being able to capitalize on the 450 billion dollar internet growing prosperity? Others are achieving extraordinary incomes and life styles...why not you?

Do you want to:

- work part time or full time...set your own schedule.
- start at no cost with a shopping tool until the service proves its value
- let top marketers tell the story for you
- prove your self-worth to your family and friends...this is PRICELESS

If you can save money on everything you purchase and make every dollar count in a tough economy, why would you not want to share it with family and friends? Who do you know who is tired of paying too much for everything they buy? Who on Earth would say "NO" to a free savings application?

Here is what we are looking for...honest and nice people, quick thinkers and decision-makers who truly want to transform their life.

Doesn't matter if you are a doctor, lawyer, teacher, business owner, current Independent Distributor, Stay-at-Home-Mom, Realtor, sales or direct salesperson, under employed or unemployed.

A successful home business isn't only about the money, but the person you become. You strive for that *high human potential* that reflects confidence, self-esteem, independence and freedom. Yes, along the way, you go from just making some extra income, then to replaceable income and finally to LIFESTYLE INCOME. You don't get that in school, or your job, or friends.

How do you feel about *lost potential* in people, generally? How many people do you know who say they are "doing well", or "doing good", or "I am great". Is that the hard truth or a soft-shelled cover-up? Most people do not want to show they are having issues, problems, or challenges and cover them up by saying, "couldn't be better."

Do you know people who are tired of working long hours, watching their children grow and not spending quality time with them, thinking this is normal because this is the conditioned social expectation? Have you ever sat on the couch wondering "what if", feeling guilty, wasting time, perhaps part of the "woulda, coulda, shoulda" crowd?

GET THIS NEXT STATEMENT and PROSPER...if not...Play the role of PROCRASTINATION...

Talent is over rated, only ACTION matters.

- ✓ no longer about books or "life" coaches that lead you into a new promised land.
- ✓ it is about your own self-talk that truly controls the life you are living right now. Only you can judge yourself when you have doubts, regrets, negativity, sadness, feelings of mediocrity and complacency.
- ✓ the sad reality is you have all the talent you need to succeed in this simple business. For example, you know how to send an email or make a phone call, but if you lack reason and a purpose in life, it doesn't really matter if you know how to do anything, YOU WON'T DO IT!
- ✓ the reality is that if you continue doing what you are doing, it is insane to think different results will occur.

What does this all mean to you? Accept the invitation to check out a brilliant home business concept whose time has come in the booming Internet world.

If you are truly looking to enrich your life, have prosperity, happiness and are willing to commit to have greatness in your life, I want to talk with you.

LESSON EIGHT: PERSONAL BELIEF and MOTIVATION

Your Self-Belief and Motivation are the fuel that drive the Network Marketing Vehicle to its final destination of success...without it, you will stall and give up.

So how would you describe your self-belief now? Have you given up without saying so?

- ✓ do you accept problems and limitations as the reason for a small focus or narrow life?
- ✓ do you accept your state of poverty, not because you are not able to make money but rather it helps to self-fulfill an unhappy self-image?
- ✓ do you feel that you are nobody special and don't deserve to be rich so you'll find more excuses to justify my job, my debts, stress and lack of success?"

The PROBLEM is not lack of money but your acceptance of it.

And there is only ONE CORE SOLUTION. You see it every day when you look in the mirror. You just need to look beyond the image to true core values

Do you want to eliminate poverty from your life? There are at least 3 choices:

- ✓ One: keep doing what you're doing.
- ✓ Two: find a better routine. This may be a little difficult to maintain at the beginning. But motivation comes from understanding the reasons to be better...better than a minimum wage job and high interest-filled bills. In other words, don't let your habits control your financial security. Avoid the 3 most dangerous words, "I KNOW THAT." Don't sell yourself short that you can't manage a 3 Steps Marketing Plan? YES, YOU CAN!
- ✓ Three: find those powerful feelings that nothing will destroy your life's purpose. Know your true spirit that nurtures fidelity, gratitude, justice, vitality, and self-development...these are your core values. Note that there is no duty to be wealthy other than the single value of money in your bank account is not for its own glory but for all the generosities it allows for you and those you care about.

The ONE SOLUTION is up to you and your core values...

If the main problem is lack of self-belief then write out this statement on a card and repeat it as many times a day as you can in order to connect to your true core values:

"I want to be the best that I can be. I want to do and have and live in a way that is in harmony with my idea of the greatest goodness of life."

Can you see it is about who you believe you are? It is your self-dialogue that will imprison you. It is your habits that will enslave you to missing out on everything in life that is not related to poverty. It will take new experiences to liberate you.

You already have everything you need. You are Someone Special versus No One in Particular. What you need is right in front of you and you may not realize it unless you check out a phone number or video.

- ✓ Shortage of **Time** is not your problem. Let top professionals tell the story for you.
- ✓ Shortage of **Money** is not your problem. You can try out a *free Shopping Application* to save money. When ready, you can purchase a one-time license and start earning commissions with a home business plugged into major internet trends and ecommerce.
- ✓ Shortage of **Self-Beliefs** should not be the problem. You have Energy with body, heart, brain, nerves, muscles, and inspiration...all you need is a little spark (and a 3 Steps Plan).

When you need that extra mileage, review **Who Set The Rules** (Greg Fullerton)

- ✓ The power of self-talk is incontrovertible. Whether you think you can or you think you can't, you're right.
- ✓ Don't let others impose their negative outlook and rules on you. Break free from the chains of popular opinion.
- ✓ Learn to take counsel from your innermost self, your self that knows you can succeed regardless of circumstance.
- ✓ Guard vigilantly against negative self-talk. When you hear the voices inside telling you you're not good enough, realize that these are the voices of failure in society — not your own voice.
- ✓ Make your own rules. Live them fiercely and consistently. Climb them to the top of the mountain of success and take them to the bank.

Here is your special gift:

The New Networker's Mission for Every Family's Home Business Success

1. The world is changing...I want to find a comfortable niche in this change.
2. The question of money will not deter me from enjoying my marriage, family, friends and community because abundance is around me and can be shared.
3. The call to change is never to shortchange my ability for success in the Information Age...
the talent is to care enough to share expert information. I can do this.
4. The equality for home business is found in MLM or Network Marketing Business Model but ONLY IF we apply the RIGHT MAIN PRINCIPLE with only 3 STEPS allowed.
5. The opportunity for self-enterprise with huge income potential and security is with an internet opportunity and shopping application that everybody needs and wants. The download application is free and can save families 100's of dollars.
6. The future of home business is to try the service or product first, experience the benefits in order to share it with others. Word of mouth enthusiasm needs no training manual.
7. The enlightened grassroots entrepreneurs will stand united and move forward with common purpose and prosperity...and accept no lesser standards of living our potential to be happy.
8. The regular networker's motto is based on simple actions for everybody:
I CAN DO THIS... I HOPE... I CARE... I WILL... I MUST.
9. There is no elitism allowed. No grade system is used. This equal opportunity is worked at an individual pace with professional messages.
10. There are no excuses allowed. Not even old habits that die hard.

(Print it out and post it where you can read it a few times daily.)

We must never underestimate the actions of a few dedicated people to change the world...Mead

LESSON NINE: A STORY FOR OUR TIMES

...The Unemployment Wolf and the Three Plans

It's a fair statement that we live in uncharted times...a new world of tremendous changes that affects everyone at all levels from birth to old age, education, careers, family, home, health, technology, retirement, cultures and even morality. Therein lies deep valleys of uncertainty and high peaks of possibilities. At the same time, we are accosted by storms of information...so much information coming at us from all directions...what to read, watch, believe and decide?

Sometimes, through the storm, a simple story can best present basic ideas and lessons. There is no better story that has appealed to generations than the Wolf and the 3 Little Pigs. The underlying moral, of course, is that the best prepared individual, given choices, will better outlast any dramatic problems or changes with the potential to live happily ever after.

Let's imagine for this story that Unemployment can be represented as a wolf.

Now, a recent article in the New York Times has outlined how millions of unemployed people face years without jobs as the recession continues to mount, with millions nearing the end of their unemployment benefits. Please request the link if interested.

Here are some statistics from the experts:

- approximately 6.3 million Americans have been unemployed for six months or longer, the largest number since the government began keeping track in 1948. 15 million are officially jobless
- need 100,000 new jobs a month just to absorb entrants to the labor force.
- large companies are increasingly owned by institutional investors who crave swift profits, a feat often achieved by cutting payroll. Companies hire less or find capital equipment to replace workers.
- the declining influence of unions has made it easier for employers to shift work to part-time and temporary employees
- factory work and even white-collar jobs have moved in recent years to low-cost countries in Asia
- automation has helped manufacturing cut 5.6 million jobs since 2000 - the sort of jobs that once provided lower-skilled workers with middle-class paychecks.
- strapped households have less buying power which affects auto companies, home construction, foreclosed properties, retails sales and more.

Back to the story, with a simple analogy, that the threat of unemployment is like the big bad wolf's threat to the security of the three little pigs.

In fact, let's take a creative look at these challenges...that the big bad wolf is the unemployment attacker and the three little pigs act as the three plans that can best deal with the huffing and puffing of these uncertain economic times.

A deep recession fell upon the land. More people fell out of work and savings petered out, and the menace of unemployment, like a hungry wolf, appeared in the neighborhood. People accustomed to the comforts of middle-class life began to rely on public assistance for the first time in their lives..could it potentially be for years to come?

People began to look at three possible plans in case the unemployment wolf knocked on their doors.

PLAN #1...Hang on and hope the recession will pass. This somewhat passive thinking is like living in a *twig house*...no personal income, no protection at the mercy of harsh realities.

- ✓ Try and adapt to live without a secure paycheck or unemployment check. It may mean doing without prescription medications, health insurance, certain amenities, healthier food choices, holidays, education and more.
- ✓ Face the spectre of being homeless as a real possibility.
- ✓ Start to believe you are the failure and blame yourself because of age, weight gain or any other "prominent insecurity".

PLAN #2...Be more proactive and look for suitable other employment or a second job

- ✓ Send out local flyers to clean houses or walk dogs. Check out local job listings. Send out dozens of resumes and not hear back. Respond to online ads with less than desirable offers. Take a state-financed program, many with low wages.
- ✓ Check out more expensive investments in what are considered to be the best jobs (for 40 to 50 year olds) where you can make potentially make \$100,000. Here are some examples...education administrator, strategic communication professional, community service co-ordinator, computer systems manager (need MBA with focus on technology) or even a small scale niche farmer (whatever that means).
- ✓ Browse the internet filled with schemes and dreams to ransom a king's treasures. Network marketing home business opportunities abound but they are too often overly time-consuming and expensive with over expectations of royalty-like leadership and follower...and they are NOT doable by the average citizen.

These are like *straw houses* easily blown away with excuses and failures.

PLAN #3...Consider being a Home Business Owner with My Shopping Genie.

- ✓ Start building a home-based team by giving away a free valuable service that finds best deals online and offline. Everybody likes to save money and everybody would like extra income. There are no legitimate excuses.
- ✓ Grow this home team with a one-time, life-time distribution license and minimal monthly subscription.
- ✓ Learn more about valuable co-branding of small businesses on Google's first page as well as funding non-profit organizations, sport teams and schools.

This is the one and only home business build from *solid bricks*. The construction starts with master builders. You start by listening to a phone overview and then watch a video that outlines the program. Your job is to share this blueprint with others who are looking for more security. You plug into the fast-growing internet marketplace of online searches, advertising, and sales. You personally start to save money on both online and offline purchases and stop paying top price for anything.

Unemployment fears can huff and puff but there is definite protection in numbers, leveraging information tools and residual income linked to the major marketplace trends of the future.

Have you heard of *Plato's famous Allegory of the Cave*?

Man is represented as if chained inside a cave with only a fire behind him. He watches shadows on the wall as his reality of the world. In other words, he sits in darkness with the false light of the fire and does not realize that this view of reality is mere reflections or shadows of what is real. It is merely his existence because he knows no other nor offers any complaint.

Now imagine what would happen if these men in chains were suddenly released and let out into the world. Some would be frightened and want to return to the familiarity of the dark cave. Some would begin to realize their previous existence was a shadow of reality and unfulfilled lives. A few would embrace the sun, and have a far better understanding of what "truth about freedom" might mean.

Some may even want to return to the cave to free the others in bondage, and would be puzzled by people still in the cave who would not believe the now "enlightened" messenger. Many would refuse to acknowledge any truth beyond their current existence in the cave.

Does this make sense so far? How will you write your ending of your story? Will your family live happily ever after?

LESSON 10: THE GENIE HAS THE LAST WORD
GETTING THE BIG PICTURE and BENEFITS OF MY SHOPPING GENIE

If you are looking to start a successful home business, there are countless MLM or network marketing companies built on potions and lotions, pay plans and bonuses, leaders and mastermind sessions. I've tried a couple myself, but nothing comes close to what My Shopping Genie offers in the important areas that make a difference, not only at a personal level but also in the world.

My Shopping Genie's passion is all about **“savings.”**

This company's mission is:

- ✓ to raise the quality of life for millions of people around the world by helping them save hundreds of dollars a month on the things they are going to buy anyway.
- ✓ to give away a Genie for virtually every computing device on this planet.
- ✓ to help the average person and business make money online on the Internet. The economy is changing and people are going to need to find a way to earn a living in this new online environment.
- ✓ to use people-friendly systems so even if you think you don't know how to make an online income, you can start with basic steps and follow a simple system. The average person can earn an income online by becoming a licensed distributor of a very special Shopping Web App which is free to give away as a special savings value.

Remember that with this remarkable My Shopping Genie you can “Earn a Living by Giving”! Want to earn more – give more FREE Genies away!

So, how does this relate to what you may be looking for in a solid, well-meaning, profitable home business of the future?

- ✓ What do you think about the new changes in the real world?
- ✓ When was the last time you used your computer for searching a price to some product? Did you waste time searching through endless pages? What if, you could search in real time for the best bargains in many of the top online stores, thereby saving time and money?
- ✓ Do you recognize the fact, based upon the internet proven trends, that more and more people will make their purchases from the internet and that means that more and more vendors will sell their products online.

- ✓ What could be an easier way to buy the item or product you need than sitting by your own computer at home and do the purchase right there? Even better, what if, you found the lowest price with the click of one key?

Your “job” as a network marketer will probably never be easier and your home income never larger.

Here are some **personal tips** that make this home business fun, fast and even free.

- ✓ Always keep in your mind that you are doing a huge favor to people. You are giving them a great tool to save money, as well, as an amazing opportunity to earn money online. This really is a win-win-win situation. Buyer wins-Vendors win-You win!
- ✓ You can compare online and offline shopping to find the best prices instantly. The average family saves from \$200 to \$300 per month using this service to compare prices...whether they buy or not you get paid.
- ✓ You share the opportunity with others using the same orientation and presentation that works for most people. The best advice is to listen to a 7 minute call and watch a 7 minute video. If interested, take My Genie for a test drive (one minute download) and see how much money you could save. Give your prospects the facts and let them decide.
- ✓ You decide on the level of compensation based on your time commitment, level of interest, or income desire. You can start from just saving money, to enjoying extra supplemental income to stabilizing current employment, to earning significant residual income in a big way to replace current job.
- ✓ The core of network marketing or MLM is alive and well. It is all about learning and helping. Do not be afraid to do this home business because it is about helping others. You are giving them an opportunity to achieve their goals in life. For *maximum duplication*, follow a 3 Steps Plan for Success.
- ✓ You need no experience...you will receive all the support and training you need to get started, live training and business presentation calls, videos, and a self-replicated marketing site.
- ✓ You will be working with some of the world’s best networkers. We will help you set goals, take control of your time and do the basics. Best of all, we will help you see that this home business should not be treated like a \$199 business but rather like a \$5 million business.

Remember: The largest team in MLM began with one single person. The most important thing a networker needs is self motivation. Participate in all trainings, webinars and seminars. Stay committed!

The favorite line when a prospect asks: “So you’re trying to sell me something?”

Your response: “No, my friend, I’m going to give you something – for FREE.”

Can you believe, it starts with a free shopping application to save money?

QUICK REVIEW:

Harnessing the power of coupons and riding on top of Google gives us position, content, commerce and community. That is the Genie and that is where you are right now. This is the greatest wealth transfer in our economic history and you are getting paid to share it with people you care about.

- ✓ You help people buy giving them a FREE Shopping Genie which will save them time and money.
- ✓ You earn a residual income.
- ✓ You are part of a successful business with full support.
- ✓ Pay-per click income is one out of 4 ways of earning income.
- ✓ No selling because you give away a valuable shop and save tool.
- ✓ No overheads or premises or staff or inventory.
- ✓ Quick commissions with bonuses and Two Team Infinity Plan.
- ✓ Earn money from home and gain financial freedom.
- ✓ Be your own boss and work full or part time.
- ✓ Business is ready to go, you just market your site and hand out your link.
- ✓ Global business and expanding. Who do you know in other countries?
- ✓ Save money yourself with My Shopping Genie. Average family saves about \$200.
- ✓ Work with a product that is not only 100% safe and free but everyone will want this.
- ✓ Enjoy income tax refunds as home business owner...as much as 30%

PS. Why is it Free? *Today's smartest businesses profit by giving something for nothing where \$0.00 is the Future of Business. Internet Giants Google, Facebook and AOL all used this revolutionary business model to build their network of clients by giving away a Free product or by providing a valuable service for Free.*

IN CONCLUSION: IT IS YOUR TURN....

- ✓ to unlock the bargain finding power of My Shopping Genie simply by using your favorite major search engine such as Google, Bing, Yahoo or AOL. Enter your chosen item and My Shopping Genie instantly springs into action thoroughly searching the Internet, including major online retailer and auction sites such as Amazon, Ebay, Wal-Mart and the top shopping engines. This Free application will save you both time and money.
- ✓ to not use the Genie means paying top prices for your purchases or searching pages of research to find the best deals or lowest prices.
- ✓ to install the FREE Genie onto your computer ...and conduct your own comparison pricing with the click of a mouse. Navigate major online and auction sites as well as local businesses. This company is just over 3 years in the making and so it's not just another start up but promises to be the next Big One. My Genie tool is patented .
- ✓ to create an income by giving away a FREE tool that saves everyone both time & money. The compensation plan is a combination of an Affiliate Program that includes both Pay Per Click and a Direct Sales Program where you can get paid to share this opportunity with others.

They say emotions play an important part in any decision-making process. Here is a final quote by a master business philosopher, Jim Rohn:

Let others lead small lives, but not you. Let others argue over small things, but not you. Let others cry over small hurts, but not you. Let others leave their future in someone else's hands but not you. Not you.



It is at the point of a decision that our destinies are decided... (Robbins)

By now, I'm sure we agree on 3 things:

- ✓ a wasted future is a sad thing
- ✓ a profitable home business would provide much needed financial security
- ✓ every family deserves equality of opportunity, with a fair and democratic network marketing plan based on 3 Steps

Now, there are 3 main reasons why most people do not start a home business:

- ✓ they overestimate the Old "Industrial" Economy
- ✓ they underestimate the New "Information" Economy
- ✓ they do not TRUST the person with whom to be home business partners



So who in the world is Annemarie Berukoff? Why should we work a home business together?

I am a retired teacher (24 year career) who believes in the true principles of network marketing...a person-to- person communication and compassion about true potential and achievement...whether in the classroom or in the home business arena. The tragedy is that this simple home business model has been hijacked by special interests and high flying agendas which cause too many people to fail and the public to be justly critical. The solution is a back-to-basics approach with only 3 fundamental cornerstones...make sure you have a professional message, make sure everybody can share it and make sure you can capitalize on growing Internet profits.

Learn more by reading a free report: **A Fair, Democratic Home Business for Every Family in 3 Steps** <http://www.increasehomebusinessprofits.com>

Learn more about Annemarie on **Facebook**: <http://www.facebook.com/annemarie3steps>

We must not allow small excuses and interferences cut away from our hopes or limit our potential.

We must simply believe our greatest days are ahead, and our biggest accomplishments are in the future. As always I am your biggest fan and wish you a magnificent life...

