A tropical beach scene with palm trees and thatched huts. The text 'WORK AT HOME' is overlaid in large white letters.

WORK AT HOME

AN INTRODUCTION TO ONLINE
MARKETING AND CREATING
MULTIPLE SOURCES OF
AUTOMATED PASSIVE INCOME

Work at Home

Free eBook

An Introduction to Online Marketing and Creating Multiple Sources of Automated Passive Income

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Author's Note

Thank you for downloading your *Work at Home Free Ebook*.

My name is Ron Taylor. I am a father of four great kids, and when I'm not blogging or sharing free ebooks online, I enjoy spending time with my family, hiking in the Sierras, and to my wife's chagrin, taking long naps on the couch.



The purpose of the *Work at Home Free Ebook* is to share the dream of making money from home on autopilot. It is not a step-by-step manual of how to build a website, create affiliate links, or design a squeeze page.

My intent here is merely one of encouragement and enlightenment.

I have a passion for the home business industry—and particularly enjoy using the Internet to leverage my time and resources to create automated sources of income. Thanks to the Internet, I was able to quit my job 3 years ago.

I believe this is something you can do as well.

Please, take the time to read this short ebook and carefully consider whether or not online marketing, network marketing, or the home business industry as a whole is right for you.

As always, my home business books are opportunity neutral—which means you can share my books with your partners and prospects without fear of having them “sold” on a competitive product or opportunity.

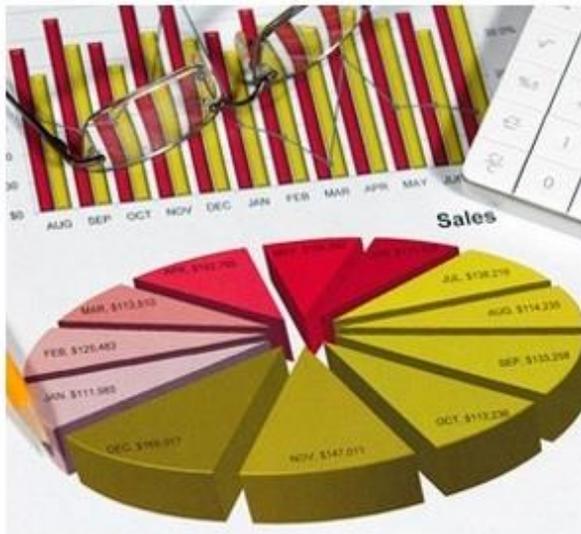
Let's get started by dispelling a myth about the lack of opportunity in today's economy...

Opportunity is Alive and Well

Hi. My name is Ron Taylor, and I'm glad you're here.

We live in exciting times, and despite a struggling economy and turmoil around the world, we have the opportunity today to make a difference in our lives, and the lives of others.

As a home business entrepreneur, I consider it an honor and a responsibility to do the best I can to share with you, and my business partners, the best I have to offer in terms of business training, and motivational coaching.



As business leaders we are each in a position to make a difference. And while most of us do not directly employ people, our financial success in the home business profession enriches our communities.

As a financially secure citizen, my family is able to buy the things we need and want, and in a sense, generate a pocket of economic

activity within our community.

And thanks to active forums at the various marketing membership sites I subscribe to, I know I am not alone in this endeavor...as thousands of home business entrepreneurs are at this moment adding value to the lives of their customers through the products and services they provide.

And lest you think otherwise, imagine the economic impact of a million home business entrepreneurs across this country having an extra \$100 to \$1,000 per month of disposable income.

That billion dollars in profits does not just fall into a hole and disappear. Instead, the money we earn in our businesses is used to pay bills, mortgage payments, and auto loans. And for every dollar we spend in our local economies, yet another dollar is made available for a business owner to spend taking care of her family...and this cycle repeats itself over and over.

For example, my family went out for dinner last night. I spent around \$120 on a nice dinner, and left the server a generous tip. On the surface it doesn't seem like much, but my money helped make a small business owner's restaurant successful, which enables her to employ and pay staff, pay vendors for her supplies, pay her building rent, and of course, pay her taxes.

It's no small thing when a manufacturer can transform a few dollars' worth of cream and perfume into a valuable skin care product that your friend willingly buys for \$25.

Nor is it a small thing when a super food producer harvests exotic fruits and herbs from around the world and makes them accessible in supplement form to wholesale distributors and retail customers.

This process of converting raw materials into finished products is the cornerstone of the wealth of a nation, and as home business entrepreneurs we are all part of this incredibly complex and vital process.

I am proud to call myself a home business entrepreneur. Politicians may not get it, but the little pockets of economic activity created by financially successful people form the backbone of this great country, and the entrepreneurs of this nation are part of the long term solution to our problems—not the problem.

I believe that, and I encourage you to take a renewed interest in building your home business.

Together, the small business owners in America comprise an army of economic stimulators. We can make a difference. I hope you'll join me.

Start and build a home business of your choice, and turn your home and your spare time into an economic power house. And in case you're wondering, many of these deceptively small and quiet home businesses are busy creating wealth around the world...

The Boston Consulting Group Wealth Report

For the past 12 years the Boston Consulting Group has published an annual report on the status of global wealth. In short, the report tells us how many new millionaires have hit the marketplace and our neighborhoods during a given report year.



In the case of 2013, According to the Boston Consulting Group, America added 1.1 million new millionaires, for a total of over 7 million wealthy households in the United States. The Boston Consulting Group defines a millionaire as an individual with over \$1 million in investable assets.

That's stuff like money in the bank, stock market, and other liquid mediums. In their survey, real estate and business ownership are not counted—which suggests the total number of people in America with a net worth in excess of \$1 million may be significantly higher.

Worldwide, the number of millionaire households increased by 19%.

According to the BCG report, “Entrepreneurial activity will be the primary source of wealth creation” (Page 18, Global Wealth 2013: Maintaining Momentum in a Complex World, Boston Consulting Group).

In my book, that means small business owners, online marketers, and home business entrepreneurs may continue to see a surge in demand for their products and services.

From a practical standpoint, this wealth creation report suggests...

- Despite the economy and unemployment, you can create wealth in today’s global marketplace.
- Since two-thirds of the growth in wealth is held by “newcomers” to the high net worth community, opportunity for wealth creation, starting with nothing, is real.
- Entrepreneurial activity is a leading force behind new wealth creation.

Bottom Line: Don’t let the appearance of doom and gloom prevalent in the mass media sway you from pursuing your goals. Find a business niche you can embrace with passion, and go for it.

Your Wealth Potential

Your potential for building wealth is tied to how you earn money—and nobody has made that point clearer to more people than the author and investor, Robert Kiyosaki.

Robert Kiyosaki is the bestselling author of the *Rich Dad, Poor Dad* book series. The second book in his series, *Cash Flow Quadrant* truly opened my eyes to how money is earned and wealth is created.

According to Kiyosaki, we all fit in one or more of four income quadrants...

1. Employee
2. Self-Employed
3. Business Owner
4. Investor

As an employee, we clock in and out of work, and how much we earned is tied to our pay rate per hour, and the number of hours we work. While it is physically impossible to do so, the maximum income you can earn from your job is your hourly wage times 24 hours, multiplied by the number of days you could work at this pace before collapsing.

In a sense, employees trade time for dollars.

The second quadrant is reserved for the small business owners, doctors, dentists, lawyers, and everybody else who essentially, “owns” their job.

Like an employee, your pay is directly tied to the amount of work you can do. For example, at the highest level of self-employment, even a doctor’s income is limited by the number of patients she can see in a given time period.

She also trades time for dollars, and like an employee, if she doesn't show up for work, she doesn't get paid.

In contrast, a business is much like a self-employed person. He owns his own business and assumes all the risk. But business owners are distinct from the self-employed because they have set up systems and control mechanisms that enable their businesses to operate and generate cash flow whether they show up for work or not.



Finally, in the bottom right quadrant you have investors. Investors have reached a point in their financial lives where their money works for them.

They aren't dependent on a job or business for their income, and live off passive income generated from investments, rental properties, stock dividends, and royalty payments for intellectual

properties and copyrights.

Investors don't work for money. Money works for them.

Big Mistake: Working 60-80 hours per week for peanuts and expecting to get rich.

Solution: Keep your day job for now, but start building a business in your spare time. Set up systems and use automation wherever possible.

So, as you aspire to build a business and acquire wealth, think about the quadrant you are working in. Strive to create automated income systems and free yourself from the daily grind. As you make money, funnel some of it into long term investments.

But for many of us, the concept of making money without having to clock in at work is too good to be true...

Is Automatic Passive Income for Real?

Let's begin with a simple question: What is the primary source of income you use to pay your bills?

The vast majority of us will answer that question with two words: "My Job."

If you work for a living, you are essentially trading your time for dollars. Your relationship with money is linear—which means you get paid for every hour of time you devote to your work.

When you trade hours for dollars—one hour of work equals one hour of pay. Nothing more—nothing less.

For most of us, this means our pay is limited to what we can earn during a 40-60 hour work week. In order to make more money, you have to either work longer hours, or negotiate a pay raise.

Either way, your pay is capped by your physical limitations, the value of your services, and time.

As I mentioned in the above section, even highly paid lawyers trade their time for dollars, and their income is limited by the number of hours they can bill, and the number of hours they can work in a given time period.

And while your doctor may make a great income, his income is limited by the number of patients he can see in a day.

Simply put, if you want to build wealth and live life on your terms, **trading hours for dollars is a mistake.**

So, exactly how do wealthy people free themselves from the "**Hours for Dollars**" rat race?

They build systems that automate and leverage their ability to make money.

For example, a business owner uses systems when she creates control mechanisms and operational guidelines that allow her employees to manage the day-to-day functions of her business.

In the online marketing world, a business builder may use video marketing, email marketing, solo ads, and blogging to drive traffic to his affiliate product offers—where vendors attend to billing and product delivery.

And in the network marketing community, a business builder trains leaders who can follow her example of prospecting and team development to generate residual income.

Of course, you pay for automation.



Employees cost money. Email marketing costs money. And you must share your commissions with your network marketing team members who generate sales volume.

But understanding how systems create

wealth is hidden in a powerful quote by one of the wealthiest men in American history.

J. Paul Getty once stated, “I would rather earn 1% off a 100 people's efforts, than 100% of my own efforts.” Getty was once the richest man

in America and he knew intuitively that wealth comes from leveraging other people's time, money, and talents to generate cash flow for himself.

But to make money from other people's time, money, and talents takes systems—and systems take **time and effort** to put into place.

Sadly, **this is where we lose the majority of wannabe wealth builders.**

To paraphrase W. Clement Stone, "If you're NOT willing to take the time and effort to build systems, the power of wealth creation is NOT within you."

Again, a system is simply a series of automated processes that perform a specific function to achieve a desired result.

Autopilot money systems rock because they give you time freedom. That is, they help you create passive income, without your daily input into the system.

Imagine making money without having to clock in and work an 8 hour shift; or, making money while you spend time with your family, or while pursuing your favorite hobby.

Online marketers achieve this lifestyle by sending online traffic to their offers, using:

- Blog marketing
- Video marketing
- Article marketing
- Email marketing
- Classified ad marketing
- Pay Per Click marketing
- Solo Ad marketing

You're really only limited by your imagination and willingness. Again, everything you do is simply aimed at driving online traffic to your blog(s), product offers, and email opt-in squeeze pages.

The Big Lie

Making money online, or finding new leads for your online product offers or home business opportunity, does not have to be rocket science.

In fact, there's a good chance you have been told online marketing is complicated—and best left to the so-called millionaire Internet gurus.

Well, I don't know about you, but I've always had a problem with people telling me I lacked the skill, drive, or talent to make something good happen for myself.

Yes, marketing online can be complicated. And yes, if you're not careful, you can get in over your head. But I have also learned a simple truth about marketing online...

Making money online is a simple process of combining the right offer, with online traffic.

The rest is all fancy bells and whistles to make the process appear more complicated than it is.

Right Offer + Traffic = Success

And the beauty of this simple equation is that the formula works for any industry or business opportunity. If you have something of value to provide consumers, and can find ways to share it with those people online, you will achieve success.

In my case, I have a free lead capture (squeeze page) website to giveaway. It's free to you, and I only get paid if and when you decide this free website can help you make money or achieve your online marketing goals.

There's zero risk, and many of the top money makers online use systems exactly like mine to create wealth online.

Remember, in online marketing it does not matter whether you are driving traffic to an affiliate product offer, your opportunity landing page, or an email opt-in list. The essential elements of success in creating automated sources of income can be distilled down to the simple formula...

Remember: The Right Offer + Traffic = Success.

Conclusion: Online Marketing Works

Online marketing works, and newbies to the business are learning their way around the Internet and cracking the code for creating automated sources of income every day.

Why not you?

Looking back, I can see that where I am today is the result of nearly ten years of experience, pecking around the web, exploring opportunities, and testing for what works and what does not work.

But you don't have to make the mistakes I made.

If I had it to do all over, I would attach myself to a quality training and marketing program that offered video tutorials, a built in lead capture system, and the potential to generate a life changing income.

The bottom line with making money online and creating automated sources of passive income is to find a legal and ethical system that works—and then stick with it.

The opportunities are real. The money is real. And this is something you can do. All that is missing is you.

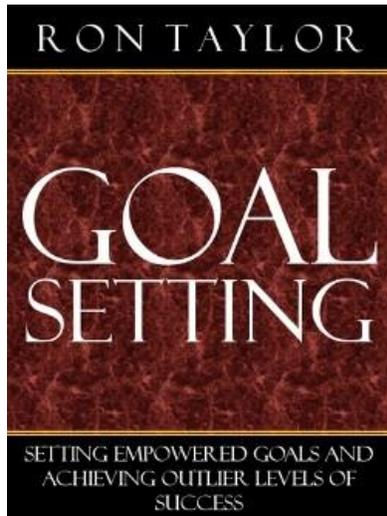
Are you ready to take action on your dreams?

Best Wishes,

Ron Taylor

Also By Ron Taylor

Goal Setting: A 7 Step Process for Setting Empowered Goals and Achieving Outlier Levels of Success in Your Life



There is something about the process of setting goals that turns dreams into reality.

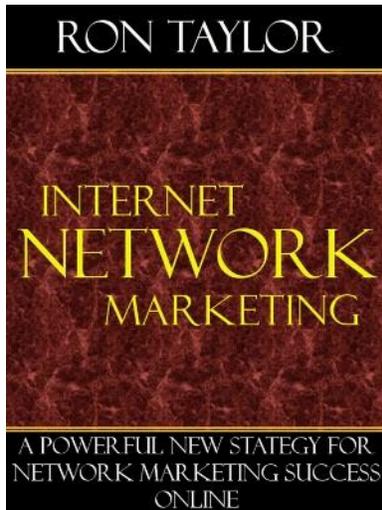
Yet, as you will discover in this book, most of us never seem to get around to asking ourselves the difficult questions like: What is my life purpose? What do I want to do, or achieve? And, how can I turn my dreams into an action plan?

If you are among the 97 percent of people who spend more time planning a weekend outing than in planning your life, then this book is for you. It is time to end the procrastination, shake up the status quo, and create positive change in your life. It all starts with goals.

This is a revolutionary look at the goal setting process and provides detailed instructions on how to use a 7 step problem solving process to identify your goals and develop specific plans of action to achieve those goals in any field of interest.

Available on Amazon, [here](#).

Internet Network Marketing: Learn How to Make Money from Home Using the Proven Attraction Marketing Strategies of the Top Money Makers Online



Start from scratch, using nothing but an Internet connection and your drive to make money from home.

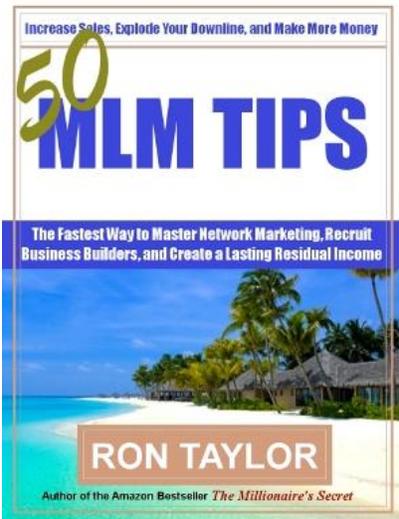
Internet Network Marketing is a step-by-step instruction book for aspiring home business entrepreneurs who are sick of the rat race.

The key to financial success and time freedom in today's economy is your ability to generate passive income. And thanks to the Internet and multi-level marketing, this dream can become your reality.

Passive income is any income you receive without having to clock in at a job, or in some way trade your time for that income, and it is an established principle in wealth building circles that passive income is the secret to financial freedom. However, up until the rise of the Internet, the only way to generate passive income was to own or control income producing assets like real estate, stocks and bonds, or brick and mortar businesses that somehow managed themselves.

Available on Amazon, [here](#).

50 MLM Tips: The Fastest Way to Master Network Marketing, Recruit Business Builders, and Create a Lasting Residual Income



Network marketing offers outstanding career and financial opportunity, and for many people, this amazing business model represents the best chance for success and building wealth available in the today's economy.

The dream of leaving a thankless job and enjoying time and financial freedom outside the traditional 9 to 5 job routine is alive and well in the network marketing industry, but for many people, this dream remains elusive and unapproachable.

Ron Taylor reveals in this book how mastering a few networking strategies can mean the difference between failure and success. Ron provides you with proven tips and tricks to help you grow your sales, explode your downline, and increase your monthly residual income, and more.

Discover the truth about network marketing and what it takes to make money from home.

Available on Amazon, [here](#).