

HOW A
**SCHOOL
CLEANER**
CAN AFFORD TO LIVE THE DREAM



R O B E R T J

Introduction To A New World Of Income

So what is your dream? To live in a big house? Have a large bank account? Enjoy a life long passionate relationship? Visit the world that you have not yet seen? Be able to help others in a practical way - financially or by your own efforts? Some people want things - fancy cars, large yachts, expensive furnishings.

To a very large extent to be able to fulfil your dreams you will need a decent income. You could get lucky to begin with by winning the lottery (maybe next week???). You could benefit from an inheritance from a deceased relative. But even with these types of help so many people go on to become broke again. Why? Because they do not have ongoing income.



This is the story of a lowly cleaner who was able to move on with life and begin living his dream. This lowly cleaner is Me, so this story is going to be a personal one. It will reflect my own journey on starting to achieve living my own dream.

I also hope that by illustrating where I am coming from, you too will begin to believe that you can achieve your own dream. I will share a lot of the practical helps that I have used and still use to achieve the income I need to do this.



So What Has Been My Dream?



Ever since 1975, I have had an interest in boats. I had recently left my first job (after just 3 weeks :)). I just didn't fit in with the bosses wife in a small freezer food supermarket. (This was years before the chain store Iceland had become a household name). After a short spell of unemployment, the job center called me up and said they had a vacancy come in that I might be interested in. [Yes, back in those days Job Centers actually had jobs and actively contacted you about them].

The job was as an apprentice engineer at a boat yard. I was very interested as my college course recently completed, was based on engineering subjects.

I went down to the boatyard that very day and spoke with Charlie Smith. He ran the engineering shop at the boatyard. The other side of the yard repaired the actual boats with wood, grp or steel as was required.

He took me up onto one of the boats on the hard standing and pointed to an engine and asked me to name all the parts I could see. I was able to name enough for him to be willing to offer me the job.

Remember (if you are old enough :)) that this was the 1970's before inflation took off at 15% a year. My wages were a grand total of £15 a week. About right back then for an apprentice. [That would be equivalent to about £150 (\$200) today].

I enjoyed the learning process. I worked on outboard motors and the smaller inboard, one and two-cylinder engines.

After about 18 months I was about to be sent to East Anglia (UK) to a training center for Volvo Penta outdrives.

But then the economy collapsed due to the socialist government wrecking the country's finances. A bailout loan from the IMF came with strings attached that taxes had to be raised.

When a person (in reality 99.9% of the time a man) went to buy a new outboard motor for say £800 and you ask him for another £200, *just for tax* (VAT had gone from 15% to 25% on all *luxury* goods and services) then he would think again as to whether he really needed it.

Also on servicing and repair, no one likes the labour charge anyway. But they liked it even less when we had to add 25% on top *just for tax*.

As a result of higher taxation, virtually all non-essential services in the entire country were knocked down.

This included the boatyard dispensing with the engineering division. My boss and I were both made redundant (there were only the two of us anyway).

Anyway, to cut a long story short, life took over. I ended up in a series of different employments with small companies over the next 30 years. With few opportunities for advancement, the only way to try to improve income was to change employers.

Now fast forward to the 1980s. Something called the Internet was being talked about in the newspapers. Then came the *world wide web* as a way to find information over the telephone system.

As the 1980s gave way to the 1990s many homes acquired modems and dialup internet connections. Gradually this gave way to *broadband* - a marvelous development as we could use the phone now at the same time as the internet.

Fast forward again to TODAY! It is now easier than ever for any person, young or old, male or female of any nationality, language, religion or orientation to be able to make money through Internet Marketing. (IM).

You don't even need to create your own website. You don't even need to create your own product to sell. You can do both of these things really easy if you want to but I feel it is far quicker and far less technical to be an *affiliate*. This means that you promote other peoples products and get commissions from sales. The vendors provide all the marketing material and you just do some advertising in the right places.

This book will help you with all that.

You just need to decide how much money you want coming in to obtain and sustain your dream.

How Much Money Can One Make From Affiliate Marketing?



OR you can get a franchise with an already successful Internet Marketer.

The difference is SYSTEM. McDonalds have refined the system of producing and selling burgers. They have refined their presentation of their products and understand the desires and needs of their customers. They also understand *where not* to place their restaurants.

The same can be said for successful Internet Marketers. Their longevity in the business and their increasing income levels demonstrates they have got something right.

Many of the most successful marketers have become so by supporting an army of affiliates. They do all the behind-the-scenes stuff while all the affiliates do is go out and find new customers for them.

The short, flippant answer would be "how long is a piece of string?". A great many people try Internet Marketing and either fail to make any money *at all* or make too little to be worth the effort. Might as well have a job as an employee with benefits and just do as you are told to.

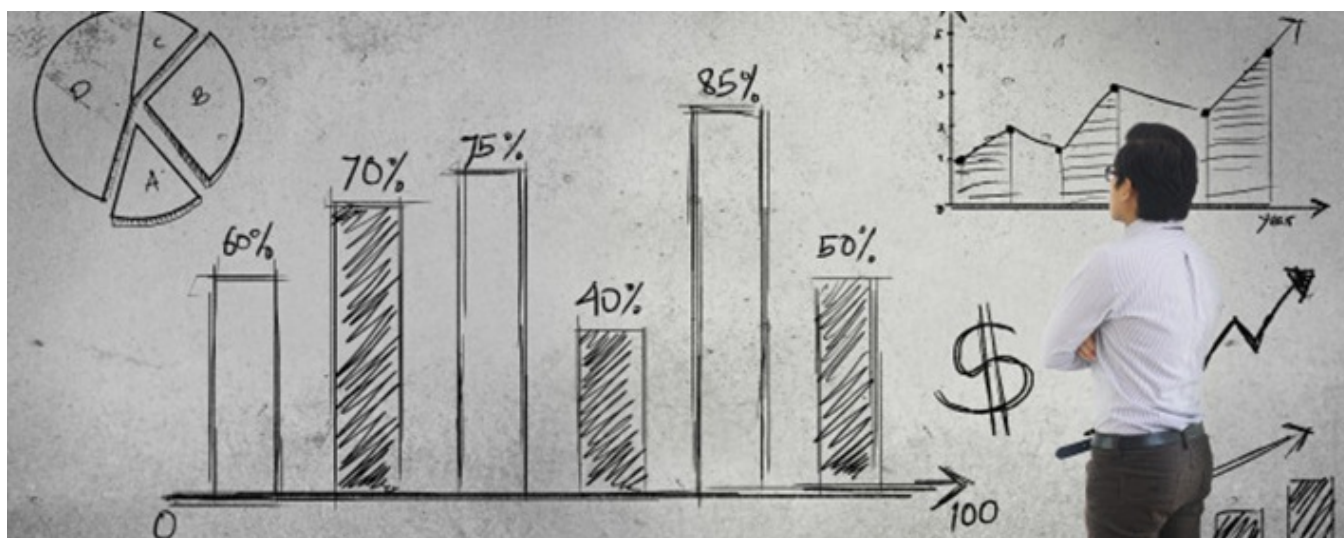
There is an analogy I like to use here that illustrates an important point. I am sure you can fry up a beef burger and put it with some salad into a sesame seed bun. But which business model do you think has the greater chance of success? 1) You open up Bob's Burger Bar and serve the 'finest burgers in the state' or 2) You get a franchise with McDonalds. They can both serve great burgers but one will be bankrupt within a year and the other will make you great profits.

There are many reasons why this should be so. None of which actually involves the burgers themselves.

It's the same with Internet Marketing. You can fry 'your own burger' i.e. set up your own website, selling your own product. And yes it could be a very good product.

Disclaimer: It is illegal to make any reference to levels of income as there are too many variables between individuals using the program.

So Who Are The People I Should Be Working With?



Actually, there are many hundreds of successful people in the Internet Marketing business. But success needs focussed action.

To help people earn the money in the way that I am, I help them to also become Internet Marketers themselves.

There are two levels of customers I look for with the ads that I run. The first are those who are either just looking into this business for the first time. Then the second type of customer are those already 'dabbling' but not making much money.

If you are in the first group then you may not understand that you make a great deal of money by *giving away things for FREE*.

For instance, to run an Internet Marketing business you need a set of tools. These take the form of software programs and techniques.

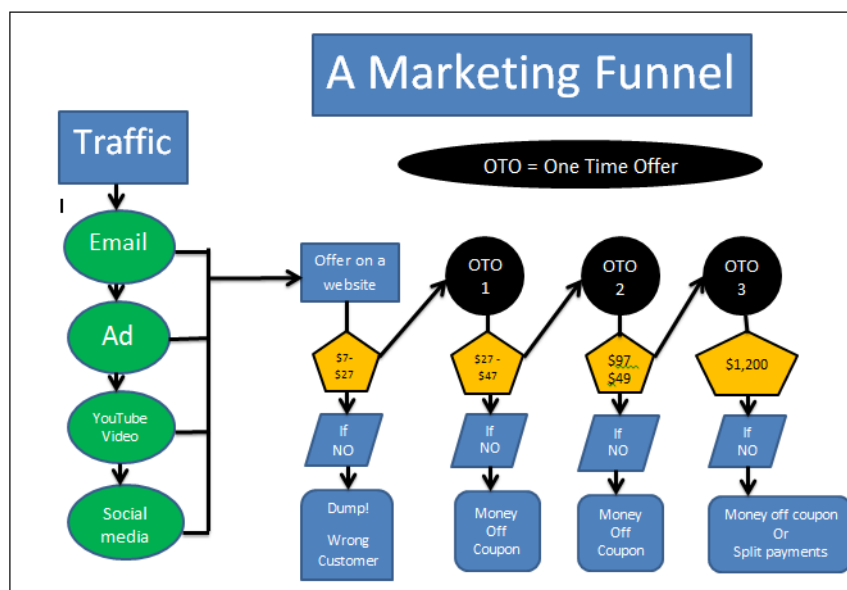
To get you started if you click on this link you can download *for free* 37 tools for your business: 37-tools.com

The website may look a little strange on a laptop as it optimised for display on a mobile device. [I always say that mobile is for *viewing* but you need a laptop or desktop for the *doing*].

So if you are serious about running an online business then you will need to be setting it up on either a laptop or a desktop computer. You can then adjust your business to some degree by using a mobile device of some kind.

I will let you into a secret. By downloading the 37 tools pdf (*for free*) you will join the mailing list of a very successful Internet Marketer, Sarah. YES, women are climbing the success ladder here as well as in the corporate world. Currently, on earnings of \$1 million a year and climbing. Do you think you can learn a thing or two from her?

If you are in the second group then you understand the concept of *funnels*.



As you investigate the world of Internet Marketing, you may become excited at the prospects of making a great deal of money.

You understand my analogy about not opening 'Bob's Burger Bar' but you also know that to get a franchise you need some funds for the 'fee' and access to the system.

This can be a difficult circle to break.

I was in that situation myself. My solution was to develop a simple system where people can use the camera on their mobile phones to make short videos. By uploading these videos to YouTube and setting them to Private, they can offer access for a mere \$5 a time for a set of 10 lessons on what ever subject they were making the videos on. [10 x \$5 = \$50 a customer].

Quick Membership Sites

Just click the link above and you will open a whole world of income generation. There are few limits on the subjects that people will pay to learn more about.

You sign up to get a free product or a very low-cost product. You are then offered an upgrade. You may then be offered a further upgrade, such as done-for-you products. These are offered at increasing price points. If you decline, then you may be offered a money-off token. These are all parts of a FUNNEL.

To be successful yourself it takes a lot of effort and experience to make money by setting up your own funnel from scratch.

How about making use of a free funnel set up by a very successful internet marketer, Wayne? Clicking on this link will give you access to his *free* Facebook Group. Here you will find a great deal of FREE training on getting traffic -both paid and free. Wayne and his team will do the selling! You will get the commissions!

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THANK YOU

The images at the start of this book show a very nice block of public toilets. They are situated in a high street park. They are just one of the dozen or so sets of public toilets that I was cleaning for too many years. I was also cleaning two primary schools and some offices. These were all part-time jobs but I managed to string them together to give me 50 hrs over a 7-day week.

Cleaning wasn't on my career list but I took what jobs were available in this area while my children were young. My wife was in need of domestic support so the work pattern I had was of great benefit to us. Life sometimes dictates what happens to us.

But my children are all grown up now. I have been able to achieve my dream of owning my own boat through an inheritance that I have received. However, boats are money-pits. It is the income I get through my Internet Marketing business that keeps it afloat. And I was able to recently give up employment to concentrate on this business. Step-by-step you can do the same. Just *TAKE ACTION*.

We Welcome Your Feedback

Feel free to get in touch with us for
any feedback or questions.

just send an email to: support@addingtowealth.com

follow my adventures on:

<https://roughingitonamotoryacht.com/>