Life is a Joint Venture
Inspiration and Tools for a Successful Life
by Robin J. Elliott
Edited by Marilla Wex
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Testimonials

This easy-to-read book of Robin’s combines the two aspects of his personality I have come to enjoy most about him: highly inspirational and ultimately practical. ANYONE, whether in an existing business or not, could take the information contained within and easily create a fortune in 90 days or less.

Brandon Roe, Official DollarMakers Joint Venture Coach, Author of “How To Double Your Profits In 90 Days Or Less…”
www.doubleyourprofitsin90days.com

This ebook of Robin’s shows you how to go from a nervous and worried single income stream entrepreneur to a confident and relaxed multiple income stream Joint Venture Broker. No more worries about “feast or famine” business cycles or constantly being in a cash flow crisis. If you utilize Robin’s proven methods it will be all “FEAST” and you and your business will become cash flow machines.

Sean Haynes, Joint Venture Broker and Entrepreneur
http://www.globalonlinecanada.com

Robin J. Elliott has been influential on my work and myself since the day that I met him. When we first met at the Joint Venture Broker Bootcamp, I really didn't want to go to another "seminar" to learn something new. I had been "seminared" out. But I went, and to my amazement, I learnt many things that day and could apply these techniques the very next day. Robin J. Elliott is a man of conviction and of high standards. He is a no B.S. mentor and friend. He gets things done with no money and no risk and we can all get there. Every day, I feel fortunate to have Robin in my life as I am always learning from him. As Robin always says, "Better and better". Knowing Robin, it truly is.

Winston Bromley, Joint Venture Broker
www.iBusinessShare.com
Startlingly simple, refreshingly candid and thoroughly comprehensive, Robin Elliott's latest book "Life is a Joint Venture" is a page turner that will become the benchmark for others to follow. Robin shows that by living a principled life of helping others achieve their goals, you will be richly rewarded. This book will change the way you think, to paraphrase a famous title: Think, Joint Venture and Grow Rich. Take thought, take action and take the results; it has worked for me. After being in business for thirty-five years, it is heart warming to know that you don't have to have a business in order to do business. You are no longer restricted by your field of endeavor, career, job, knowledge, skill-set or even geography. The sky is the limit, so why not fly? If you yearn to soar like an eagle, then learn to leverage the thermal air currents that are already there and connect with the eagles that Robin will introduce to you. I highly recommend this book.

Richard Banister
Joint Venture Broker, Entrepreneur and Gallery Owner
www.JointVenturesinWealth.com
www.SnapdragonGallery.com

“Retire in 1 year or less”, this has become my mantra, goal and will become my reality all because of Robin J. Elliott. I have read many books and attended tons of seminars, but working with Robin has made the biggest impact in my own personal development and more importantly in my knowledge of money! Despite being a stay at home mom, 29 years old and soon to have two children under the age of 2, I have no doubt in my mind that I will be financially free through using Joint Ventures within the next 6 months. Every business owner, working mom, and mom entrepreneur needs to learn the power of Joint Venturing! Robin’s practical application of Joint Venturing can benefit anyone that learns it...from the 65 year old grandmother, to the avid network marketer, to the cocky salesperson! Joint Venturing is the business to be in!

Michelle Bacani-Lim
Director of Marketing, DollarMakers Mom Comes Home Campaign
www.momcomeshome.com

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Dedication

This book is dedicated to my amazing, beautiful and wonderful wife, Rika Elliott, my raison d'être. Anyone who can tolerate an alter kacker like me for 21 years deserves several medals, sainthood and the odd ocean-going yacht.

Robin J. Elliott, founder of DollarMakers
Editor’s Note

This book is a collection of stories, quotations, poems and real-life examples of how to make money in the real world using the power of Joint Ventures. It is designed to inspire, motivate and propel you into the life you should be living. Taken from Robin J. Elliott’s blog entries, “Life is a Joint Venture” can be read from start to finish in chronological order or used in a more intuitive way – i.e. you can hold a question or problem in your mind and then pick a page at random to read. Invariably your challenge or issue will be addressed in the form of an insight, technique or metaphorical “kick in the butt” from the Prophet of Profit himself, Robin J. Elliott.

It has been an absolute and unalloyed pleasure working closely with Robin and his material and I hope that this book proves to be as priceless a discovery for you as it has been for me.

Marilla Wex

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Disclaimer

The advice contained in this material might not be suitable for everyone. The author designed the information to present his opinion about the subject matter. The reader must carefully investigate all aspects of any business decision before committing him or herself. The author obtained the information contained herein from his own personal experience, but he neither implies nor intends any guarantee of accuracy in every application. The author is not in the business of giving legal, accounting or any other type of professional advice. Should the reader need such advice, he or she must seek the services of a professional. The author particularly disclaims any liability, loss or risk taken by individuals who directly or indirectly act on the information contained herein. The author believes the advice presented here is sound, but readers cannot hold him responsible for either the actions they take or the result of those actions.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
You Are the Captain of Your Fate ............................................................308
The Popular Addiction .........................................................................309
Robinize Your Business ......................................................................310
Take ACTION Now .............................................................................311
The Power of Free in Any JV ...............................................................312
The Easy Way to Win with Joint Ventures .........................................314
The Power of the Mastermind in Joint Ventures ..................................315
Cadfael’s Battle ..................................................................................317
A Story of the Eagle ..........................................................................318
Putting the Steel Back into Your Spine ............................................319
Step Two for You .............................................................................321

The Back End

Why Join the DollarMakers Joint Venture Forum? ..........................324
Open Letter to Non-Profit Charities, Clubs and Churches ...............328
In-House, Customized, Industry-Specific Joint Venture Bootcamps ....330
Do You Have a Large Database of Business Owners? Or Run a
Networking Group? ..........................................................................333
The DollarMakers “Mom Comes Home” © Campaign .......................334
A Highly Recommended Business Opportunity from Robin J. Elliott ....336
Recommended Reading ....................................................................337
About Robin J. Elliott ........................................................................338

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Foreword

The astonishing Marilla Wex kindly edited and selected some of the musings from my blog and bundled them together here for you. My scribblings are my honest and heartfelt contribution to the success of those who strive to achieve, contribute, create and excel. This book is meant for your general edification and to pick you up when you're being dragged down by the mindless, mediocre herd. And I hope it's sufficiently controversial and politically incorrect to keep you awake if you're reading while driving.

Robin J. Elliott
Rediscovering the Real You

Remember when you were five years old and you felt like you owned the world? You liked yourself, you were proud of your accomplishments, you were strong and courageous, and you loved people. You believed everyone loved you, too. You could dress up like a cowboy and you believed you were one. When people asked you what you were going to be when you grew up, you answered without any doubt that you would be an astronaut or a beauty queen or a doctor. The world was at your feet. You believed in miracles and dreams and you had no limitations.

As you grew older, the world got in the way and disappointments, failures, and painful experiences started to corrode your optimism, discount your self-esteem, and wear down your expectations. You started to become cynical, skepticism crept into your heart and you began compromising. You found that being politically correct and turning the other cheek made your life easier, and you could avoid confrontation by backing down. Previously exciting dreams and goals got shelved in favor of mediocrity and concession. Your attempts at improvement became lackluster and half-hearted. You liked yourself less. You put yourself down and lowered your standards. You stated focusing on survival instead of great success.

The Real You is still there, deep down inside. You are a winner who has behaved like a loser. You are an eagle that is living in a chicken run. You are a king or queen, clothed as a beggar, a champion with a loser’s name. You are still that five-year-old hero, and it’s not too late to return to your real self. You can regain your belief and excitement. You can make all your dreams come true. You are the shiny sports car that simply needs the grime washed off, gas in the tank and a tune up. The future is not equal to the past. A hundred dollar note may be crumpled, dirty and torn, but it’s still worth a hundred dollars.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
You have unlimited potential. You can accomplish anything you set your mind to. You are ready. Today is the first day of the rest of your life. You are powerful, smart, and wonderfully made. You have the opportunity to start over today, by choice, regardless of your circumstances, if you believe that. You’re not a has-been – you’re a gonna-be! All you need to do is make the decision that you’re sick and tired of being sick and tired. Nothing can stop you from recreating yourself and your life, starting right now, and repeating it every single day.

In today's world of unlimited opportunity, where two twenty-somethings can start a business in a garage and in a mere six years each be worth over six billion dollars, with a business that is bigger than General Motors and Ford combined (I'm talking about Google) we all have wonderful opportunities to make lots of money and enjoy life to the fullest.

This book is about helping you to achieve real success in every area of your life, based on the foundation of a successful business, whether you have a business right now or not.

You might be down, but you’re not out. You can get back up off the canvas, my friend, and become the champion you were always meant to be. It all starts with the realization of who you really are. The real you wants out – do yourself a favor and be free. Throw off the shackles of self-limitation. Walk out of the prison of doubt and fear. Fearlessly create the life you want and deserve.

We're here to show you how to reach your full potential.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
The Importance of Action

“The moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one’s favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way.” – Goethe

Kobus and I were drafted into the army at the age of seventeen. We became good friends during our basic training (bootcamp) and then attended the Operations Intelligence training program together before being placed at an air force base. We had a lot of fun which included getting drunk, jabbing a hole into the door of an airplane with the blades of a forklift, overturning a battery-operated luggage cart and smashing the back of a staff sergeant’s car with the same forklift. I loved the army.

After the army we went our separate ways, but remained friends. We boated, camped and stayed in touch. I worked in a government department and then got a bursary for Hotel School and Kobus trained and then worked as psychiatric nurse. He got married and caught his new wife in bed with another woman three nights later. He remarried and became a medical rep. While working as a salesman, the man who tended his garden told Kobus that he could make personalized resin pen-holders that Kobus could sell to the doctors he was calling on. This became a lucrative sideline until the gardener told him that he could also teach him how to make resin baths, basins and commodes. Kobus put him to work in his garage and soon had his own factory. Two years later he was a millionaire.

I tell you this story because it’s not about education. There are many educated people around who have no money, no success and no vision. The universities and colleges make their money by promising people they’ll succeed because of education. And it’s not about ideas – many of us have great ideas that we keep in a box on a shelf somewhere. It’s all about taking

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
action. That is what defines the winner and the conqueror. Action is what separates the men from the boys. Talk is cheap. Kobus had the guts to take action. And to bounce back when things went wrong.

Taking action means moving, getting off the couch and out of bed, doing the difficult things and taking risks. In business, even the things that don’t work, work. That’s because we learn from success as well as from failure. If you’re not failing often, you’re not taking enough action! The more failures, the closer you get to success. Stop talking and start walking. Do something. Pick up that phone, write that letter, go to that meeting. Woody Allen said that 90% of success is showing up. You never know who you’ll meet! You don’t stumble across opportunities watching television. You don’t meet many winners in a bar or a casino. Alfred Adler said, “Trust only movement. Life happens at the level of events, not of words. Trust movement.” We build trust by what we do, not by what we say. Take action. Benjamin Disraeli said, “Action may not always bring happiness, but there is no happiness without action.”

Getting Onto the Ladder

I was on the top of a very high, convex, brown concrete sculpture. Far below me, people were happily milling around and laughing in a plaza, eating ice cream and playing with their children. I couldn’t move backwards or forwards as I was afraid of slipping off this dome that I was on, and falling to my death below – I was really afraid. Then, in front of me I suddenly saw a steel ladder! The ladder was my only hope of salvation and the only way to safety, yet it was even scarier to reach out and get onto the ladder! It was easier to remain perched precariously on this concrete sculpture, terrified as I was, than to try to climb onto the ladder.

I called down to the plaza below and some kind workmen agreed to help me to get onto the ladder. It seemed pretty flimsy and it had to be pushed over towards me so that I could gain a foothold. Two workmen held the ladder close to me, one on each side, while a third climbed up in front of me to
guide me. He assured me that the ladder was quite safe, and he adjusted it so that I could climb on, and then he told me that I had to lean out into space, let go of my handholds on the dome and grab the ladder! This was the scariest part of all. I had to let go of what little security I had in order to climb down to safety. I was frozen with fear. Then a fourth workman climbed up, got right next to me and held my arm tightly, while I finally reached out and grabbed the ladder. Once I was on the ladder, relief washed over me and the strain lifted off me. I was soon climbing down to the plaza below to the welcoming cheers of the people.

I awoke from this dream realizing that it was an analogy of life. We create sculptures in our lives and we get ourselves into difficult circumstances. And when we look again, we find ourselves in scary situations. We realize that things are getting worse and that we have to do something before it’s too late. Often, we don’t even see the solutions or ladders available to us, as we’re blinded by panic and frozen by stress. And, when we do see the ladders, we perceive our present situation as being less dangerous than climbing out onto that precarious looking ladder, don’t we? We want what those people in the plaza below have so badly, yet we're paralyzed, and the more we analyze the situation, the harder it gets to break free.

Those of us in the plaza below see the casualties, the broken lives and the bankruptcies of those who wait too long on those high, slippery domes they have built. It’s sad to know that there were solutions and salvation, ladders and liberation available to them, but they chose not to take advantage of them. And we do understand how difficult it is to make the transition from our current situation.

So, what we need is those caring and skilled workmen to get up here on this dangerous dome with us and help us get onto the ladder. Fortunately, there are good people who can assist us and there are many tools available as well. But we have to call those workmen and tell them we need their help. And, when they kindly offer it, we have to be prepared to take their advice and follow their instructions if we want to party in the plaza and enjoy the relief

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
and peace of mind that is available to us at the bottom of the ladder. That ladder might be our own business, a diet, Alcoholics Anonymous, business solutions, a spiritual path or marriage counseling. The good news is that there are solutions and there are wonderful people to help you. For your own sake, and for the sake of those who love you, grab the ladder.

What Do You Believe?

My wonderful wife Rika told me about a famous film star who lived with her family in a trailer in Bellingham, WA, and then in a car in Hollywood, while her mother called casting agencies from public phones. Her mom believed that it was possible for her daughter to become a famous film star, even if she was living with her family in a car. When she acted on that powerful belief, she achieved her goal.

The really good news is that, as James Allen said, “The outer conditions of a person’s life will always reflect their inner beliefs”. That means that we created precisely what we currently have in life with our beliefs. And we can change our circumstances fast if we know how to change our beliefs.

Change can happen much faster than most people believe, precisely because of their beliefs! If you believe that “It takes a long time and a lot of hard work to make lots of money”, it will take lots of time and hard work. Change your belief by looking at evidence that is contrary to that debilitating belief. All you need is different evidence in order to change your beliefs.

Only yesterday, I told a man yesterday that he could earn a lot of money by making phone calls from home and getting me onto radio talk shows. He didn’t believe me, so he’s not doing it. But I do believe it because I’ve done it! I will simply find someone who believes it and they will certainly make money. How much will they make? That depends on what they believe! It’s that simple, folks. I’m not going to try and change this man’s belief system – that’s up to him. He needs to ask himself a simple question: “Is this belief
that is robbing me of financial wellbeing and dignity, true? What evidence can I find to turn it around?” And that goes for every belief we have.

“Do not believe in anything simply because you have heard it or because it is spoken and rumored by many. Do not believe in anything simply because it is found written in your religious books. Do not believe anything merely on the authority of your teachers and elders. Do not believe in traditions because they have been handed down for many generations. But after observation and analysis, when you find anything agrees with reason and is conducive to the good and benefit of one and all, then accept it and live up to it.” The Buddha said that. Change your beliefs and you’ll change your life.

Mahatma Gandhi said, “Men often become what they believe themselves to be. If I believe I cannot do something, it makes me incapable of doing it. When I believe I can, then I acquire the ability to do it, even if I didn’t have it in the beginning.”

Winners win because they look for reasons why they will succeed. They gather evidence to convince them they will win. And they win! Find someone who is doing what you would like to do and achieving goals that you would like to achieve and believe what they believe about themselves (yourself), life, business, people and reality. Model their beliefs and choices, take action, and you’ll be amazed how fast your life will change.

**Joint Ventures – the Key to Wealth**

Entrepreneurs have received many messages in the past that have had the cumulative effect of hoodwinking us. We have put blinders on by accepting certain “solutions” from the gurus. The purpose of an entrepreneur is to make after-tax profit. We use business as the vehicle. But we heard that we need to be “focused” and that we need an “elevator speech” and similar concepts that can effectively lock us out of tremendous wealth opportunities. Having a Joint Venture Mindset can liberate us from restrictive assumptions.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
and perceptions.

When I visit my doctor, does he immediately suggest a special on hip replacements or hair implants? Does he urge me to consider a heart transplant, perhaps (early bird special) without even examining me? No. He looks for problems and then suggests solutions, and I buy every single time. Does my doctor need to specialize in orthotics to prescribe orthopedic footwear? No. He refers me to someone who does that. He doesn’t need to be an anesthetist or a surgeon in order to offer me that service. He examines me, asks me questions, listens, and offers solutions. He doesn’t talk about himself.

Go to any “business networking meeting” and you’ll find dozens of wanna-be entrepreneurs, usually self-employed salespeople, who thrust their business cards at you, talk at you, pitch you, and then leap up to enthusiastically deliver the predigested, prepackaged, boring “elevator speech” that they paid someone who lost their job and now calls themselves a “coach” to create. And while they’re giving their elevator speech, what are the rest of the people at their table doing? They listen long enough to decide whether or not the speaker will buy their product or service and then promptly lose interest. They are waiting to give their speech. You know this is true. Just look at the audience – they’re bored stiff. Everyone is there to sell, sell, sell.

When you go back to your office you send emails to all the people you met at the “networking meeting”, saying how nice it was to meet them. Most of them don’t even return the emails. And so it goes. Everyone is out to sell, everyone is only really interested in themselves, and nobody gives a damn about you or your amazing business, flashy brochures or scintillating elevator speech. Perhaps it’s time to reconsider things.

See, it’s not about you at all. Nobody cares about your packaging, website, qualifications or incredible accomplishments. Most people I meet that insist on telling me about all the things they have accomplished are simply has-
**beens.** I don’t care what you did in the past. I want to know what you will do in the future, because that’s where we’re going to live! People don’t care about your qualifications – they want to know one simple thing: “What can you do for me?”

**How about this elevator speech?**

“My name is Robin Elliott. My job is to help you achieve your business goals with no money and no risk. I would like to find ways to apply my rather extensive resources, contacts, skills and connections to your business challenges and help you to achieve your goals – at no charge. To see if you qualify for this service, call me.”

**The right Joint Venture Mindset**

I’m like a plumber coming to fix your problems at your home. You don’t care about my background or how many kids I have. You just want your problems solved.

My contacts and Joint Venture partners are my tools. I walk into a meeting with a toolbox full of really great, professional, honest, competent, experienced and trusted business associates and all their products and services. **I don’t care which tools I use** – I will always get paid for my services. I don’t have to have a business or products or services of my own in order to solve your business problems because I understand business. I have been doing this for 20 years. I look for the problems, discuss the solutions and introduce you to the person who will apply those solutions to your business. And I will get paid by the people to whom I refer you, while I’m at home with my wife and everyone else is working hard, creating multiple, diverse, passive income streams for me.

**What is a Joint Venture?**

If you know John needs what Paul is offering, you introduce them and get paid. You’re a middleman, a tollbooth, a facilitator. You connect the right people.

---

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
And when a few people have a common goal and wish to share their skills, resources and abilities, you can help them form a syndicate or a team.

If someone has excess resources, underutilized inventory or assets, you can show them how to optimize their resources through Joint Ventures.

You can facilitate the sharing of sales staff, employees, distribution, advertising space, retail space, warehousing, transport, skills, reputation, access and databases. And get paid for the value that you create.

Most of the Joint Venture stuff out there is related to internet marketing and affiliate programs. But most businesses are more interested in real time, real money, real people and touch-and-feel business. The internet is great and we all use it, but there needs to be balance.

**The attitude**
“What can I do for you? How can I help you achieve your goals, relieve pain, save time and make more money? How can I use my resources for your benefit? What do you want? What is your pain? What are your goals? Talk to me – I’m listening!”

**The key**
Dr. Bill Nieporte uses the following illustration to describe the power of Joint Ventures:

**Fact:** Two horses can pull about 9,000 pounds
**Question:** How many pounds can four horses pull?

If you are like me, your initial response was to say that four horses can pull 18,000 pounds. Sounds reasonable – but it’s wrong! Four horses can actually pull over 30,000 pounds. What's the difference? **It's something called synergy.** Synergy is the energy or force created by the working together of
various parts or processes. Synergy. That's the power behind what is commonly called Joint Venture Marketing.

One plus one = three, four or seven! Together, we can accomplish our dreams very fast. In fact, if there were twenty good people in a room, and all we did was mastermind, brainstorm and create Joint Ventures for five days without leaving that room, we would all double our wealth. Napoleon Hill educated millions on the power of the Mastermind. He said: “The ‘Master Mind’ may be defined as: ‘Coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose.’ No individual may have great power without availing himself of the ‘Master Mind.’”

It’s hard to find good people who will honor their commitments, do what they say, deliver the goods and take responsibility. It’s not easy to find honest people who will pay you and reciprocate. That why I started the DollarMakers Joint Venture Forum. It’s By Invitation Only, but people can apply to join and we will consider them (reference checks apply).

When you link up with like-minded, successful people, the sky’s the limit. When you think about what you can do for others, you differentiate yourself, get attention and make money.

“Joint Ventures Saved My Business”

"I owe everything I have to Joint Ventures", Geoff said. And he meant it. Geoff had been watching his business slide down into a never-ending cash flow crisis for months. We've all heard the old, "feast or famine, chicken or

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
feathers" saying. Well, Geoff had been eating feathers for so long he'd nearly laid an egg. The future looked dismal and he felt terrible.

Then he learnt about Joint Ventures. The scales fell from his eyes. He stopped thinking about selling and started thinking about what other people wanted. He started looking at the big picture and forgot about the old desperation tactics. All of a sudden he relaxed and saw potential under every tree and gold in the streets. He started asking, "What will it take?", "How can I help you?" and "What do you want?" and the attitudes of other people changed. Now they wanted to talk with him and started returning his calls!

Two simple win/win deals in which Geoff worked with strong JV partners doubled his business in a week. He could hardly believe it. And he never looked back. He started carrying business cards with just his name and contact information on them and he stopped delivering his little "elevator speech" sales pitch. He became a confidante, a helper, a friend, instead of a salesman. People started to seek him out – after all, he provided solutions to their problems – why wouldn't they look for him?

Many people think Joint Ventures are "networking" or "paying a commission for leads" or "referrals". Joint Ventures are so much more. They can be triangulated, include barter, you name it. No money or risk. Huge return on investment. Simple. Quick. Safe. Easy. Fast.

**Joint Adventures – Your Unlimited Opportunity©**

"He who has a thing to sell, and whispers it into a well, is not as apt to make a dollar, than he who climbs a tree and hollers."

Okay – time to cut to the chase. What follows is a lightning-speed overview of Joint Ventures that will be expanded upon in the rest of the book and you can find even more in my other book “Joint Adventures” which you can download at [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com).

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com).
This information is based on my experience over many years of doing business successfully in Africa, Canada and the United States, using the leverage of Joint Ventures, incorporating the Mastermind, strategic alliances and barter to do business and create value and wealth with no money and no risk. Tried and tested, proven in the field with thousands of business owners, these principles work on one condition: you can only succeed in Joint Ventures with people who are honest, professional, smart and disciplined. Once you have found people like that Joint Ventures can open the doors to unlimited wealth and success for you.

Joint Ventures work when people realize that we don’t have to own skills, money, employees, inventory or other resources in order to do business, create value and make money. And it can be done very fast if we use existing resources.

Your business can skyrocket to new levels of performance and profitability using Joint Ventures, or JV’s. The purpose of JV’s is to access new markets, grow your business and access new competencies, while leveraging your hidden assets and business partnering to optimize sales and profits. Don't create competencies – borrow them. Don't compete – partner. Two companies essentially spawn a new company. One plus one equals three through synergistic and exponential growth. JV's inject new energy, excitement, commitment, loyalty, purpose, optimism, enthusiasm, creativity and fun into businesses. This increases value and thus profits. From Proctor and Gamble, Wal-Mart and Pfizer, to Sony, Tom's Corner Café and Bert's Dog Grooming, business owners are discovering the magic of Joint Ventures. In fact, you don't even need a business, a product or a service to make money from Joint Ventures.

A quick JV example:
If I was to add Bob’s Dog Grooming services to Alan’s Animal Hospital and everyone (me included) got a piece of the action, I could literally start earning money immediately. The distribution channel is already in place. The overhead is already paid for. This is incremental business with the

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
corresponding high profit margin. All Alan has to do is offer each of his clients the option to use Bob’s dog grooming services. He could hand them a discount voucher or merely a flyer. That is additional business for Bob with no acquisition cost at all. Bob has already paid salaries, rent and other overhead, so it’s **found money** for him. He pays you and Alan a commission on all the business thus generated. Everyone wins. This money is 100% profit in Alan’s hands. And at no risk because he did nothing to set it up.

**Joint Ventures can be very simple or more involved, but they usually cost very little to put in place, because most of the infrastructure already exists.**

**Another quick JV example:**
If I sell landscaping I can piggyback my service on a realtor’s services – so every time the realtor sells a house she can offer her clients my flyer or gift certificate. Or I can **triangulate** that deal – I don’t have to own the landscaping service or be a realtor to make money from that JV. Triangulation simply means that you put the two services in touch with one another and earn residual income by brokering the deal. You can get paid for being a problem-solver.

**The right approach:**
The key is finding good, honest, smart people. Start with people you know and trust: NEER = Naturally Existing Economic Relationships.

**Talk about the other person’s interests, not your own.**

When we understand that people are basically self-interested and that they don’t care about what you want, but rather about what they want, we should change our approach. Instead of thrusting your business card at someone and telling them how great you are and begging for their money, smart operators think about what the other person wants.
Imagine your response if someone was to approach you with the following pitch:
“What can I do to help you achieve your goals? How can I use my resources and the resources and hidden assets of my network of associates, friends, family, customers and vendors, to help you? How can I utilize my distribution channels, relationships, underutilized assets, salespeople, personnel and equipment, to generate more business for you?” I’m sure very few people, if any, have approached you in that way, right? By the same token, you could approach someone with this offer: “If I bring you access to markets, prospects, buyers, customers, advertising, that you never had and I turnkey it all, can I have 50% of the profit?”

You’re offering found money – incremental profits and no upfront costs or risk.

If you want to open the door to JV’s with successful people, you have to differentiate your approach. They’re being hit on multiple times every day, but few people, if any, are using this approach. Do your homework – study their websites, Google them, do your research and due diligence and be well prepared for your meeting. Forget about what you want and concentrate on looking for ways to benefit them. You will definitely get their attention.

Here are 19 FREE options for promoting and selling services and products:
Remember – you don’t even have to own a business to make money from JV’s. Sometimes it helps to have one – sometimes you’re better off without. Don’t get hung up on these examples – especially if you don’t have your own business yet. They’re just here to help get your brain in gear. There are plenty more explanations, tips and techniques ahead.

1. Use your own or others’ e-newsletters or ezines. The ezines that I write reach over 6,000 people internationally every week. My cost to have an ezine sent out every week is only $50 per month! Regular information that is
actually **read** is a powerful communication and selling tool. Use others’ ezines – I write for someone else’s ezine that reaches 20,000 people per week. That’s great free exposure for me. Other people use my articles free of charge, in exchange for displaying my contact information and giving me credit for the writing.

2. Use a blog – mine works well for me, and I use my ezine articles on it. It’s **free**!

3. Use a website. Mine has made me hundreds of thousands of dollars in sales.

4. Give away free reports and ebooks like this one – free advertising and you get to create massive credibility. (Given that you know what you’re talking about!)

5. Give away or sell audio CD’s, or have them available free of charge through audio streaming on your website.

6. Give away free CD’s and charge for shipping and handling to cover your costs and even make a profit. Team up with others who already have CD’s made. Use my CD’s to market your business. I can show you how to do that. Use other peoples’ skills, competencies and resources.

7. Offer to convert other people’s inactive customers into active customers for an on-going piece of the action. This idea alone can be worth a fortune to you, when you consider the amount of customer attrition going on.

8. **Piggyback** your product or someone else’s product onto existing sales streams and have someone else’s sales team sell your products and services as an add-on to their existing sales.

9. Convert unconverted leads or triangulate the deal. For example, switch leads between two realtors and earn money on any resulting business.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
10. Find people who have products they can’t move, get the products on consignment and sell them through other people distribution channels – on consignment! No risk.

11. Create multiple add-on sales options – wedding planners, lube centers, webmasters, courier services and home improvement services are great for this.

12. Buy and resell advertising space and/or services.

13. Offer **free seminars** – either do them yourself or have someone else present them.

14. Sell Bill’s CD’s on consignment through Jack’s gas stations.

15. Free **conference calls** are very powerful selling tools. Interview experts and they will help you sell. You don’t need any skills or money – use other peoples’ skills time, energy and money.

16. Bundle your products with someone else’s – every time they sell a course, they can include your CD’s!

17. **Join forces with your competitors** – together you can accomplish a lot more.

18. Share advertising space, mailings, seminars, radio and TV time and database communication.

19. Use **gift vouchers** – give away samples of other peoples’ services and take a piece of the resulting, ongoing business. Carpet cleaning, accounting, consulting, car services,

**Always ask yourself, “What is the other party’s Hot Button? What do**
they really, really want? And always ask them, “What will it take?”

Simple examples:
1. I gave a restaurant owner 400 free paper placemats, each including some nice graphics and interesting information, plus a pitch for my business brokering services and my contact information. I also gave him a gumball machine full of gum, with an advertisement for my business services right on top of it. He will get paid a generous commission on any resulting sales.

2. With my friend Antonio I created an amazing marketing package for small businesses including 11 CD’s, a powerful marketing program worth $900, plus six months of conference calls and a two day convention in Vegas, all of which sells for just $695.

3. I’m not a realtor, but I recently earned a few thousand dollars on a simple referral to realtor. I do the same with websites, cars, you name it. I don’t need an office or employees and I can work form anywhere in the world where I have access to a telephone and the internet.

I have been arranging JV deals since I was at high school. I was seldom at risk and my business has been thriving for 20 years because of this simple, yet highly effective mindset.

Use barter in your business
When we exchange resources, goods, time, inventory, skills, equipment, and services, we’re bartering. Instead of using cash, we can barter underutilized time, space or other assets and even future services and production, especially if the products and services have big profit margins. And they may be depreciating, hard to sell, or easy and cheap to produce. Extra capacity is as good as hard cash when bartered.

Here’s an example of how big business uses barter:
In the 1970’s Chrysler had 10,000 small cars they couldn’t sell. They exchanged those cars for radio and TV advertising credits all over the
country, to be used over a five year period, and traded the cars at full retail (window sticker) price. Their money was tied up in the cars. They weren’t spending cash on the advertising. The radio stations were selling unsold, future time and getting the cars right away.

Chrysler took the advertising credits to the bank and got money on them to pay for the manufacture of more cars that were sold with the advertising, so the bank financed the whole program! The radio and TV credits appreciated in value over the five years! That’s leverage.

Here’s an example of how small and medium-sized business could use barter: A $10 meal costs around $3 (that’s what’s known as the food cost percentage in the restaurant trade – it’s usually around 32%). The restaurant can barter that $10 meal for $10-worth of radio advertising or whatever, so they’re saving 70%! Plus there are incremental sales – people buy drinks, tip waiters, new customers are generated that continue to spend money. The advertising they bought brings in more customers. Remember, the overhead is already covered – electricity, server salaries, uniforms, telephone, etc., is already paid for, so the profit is high.

A commercial printing business has staff and machines on hand but not is fully utilized. His only cost is the paper and ink. The rent and payroll is already paid. So he can produce printing very cheaply and trade it for things he needs now, without using cash.

Two more real-life examples of barter deals: A Beverley Hills hotel was bought out of Chapter 11 and immediately issued gift certificates in the form of $3 million worth of rooms, food and drink credits to be used over a five year period. “Scrip brokers” (gift certificates are known as scrip in the barter business) bought it up for $1.5 million in cash. They “cash converted” future rooms (cash converting means trading for goods or services and then immediately selling those goods/services for cash). Up to 40% of gift certificates never get used. This is called breakage.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Breakage makes gift certificates and barter even more attractive as a proposition!

Advertisers of a shopping mall set up a deal to pay people back the money they spent in the mall. “Prove you spent $1,000 in the mall and we’ll give you $1,000 in cash!” This creates what we call the flow – it’s ongoing, resulting business from barter. Store owners in the mall happily paid for advertising because they knew that this way it was much cheaper – they only paid for the cost of goods sold (they reimbursed the retail price) so this was cheap advertising – it forced people to buy in the mall.

Dentists and doctors, chiropractors and consultants, couriers, webmasters, writers etc. all trade or barter services. I know a dentist who bartered his services for advertising time on a radio station and a restaurant that bartered meals for cleaning services. Hotel rooms and staff training, consulting and legal services, high margin electronics and a host of other products and services lend themselves to barter. Barter conserves cash, and the goods are always bartered at their retail price!

You can even pay people to work for you with barter. You can exchange apartments for services and pay your employees and vendors with barter and apartments. And with redeemable coupons and gift certificates, you are essentially being loaned money at no interest until those coupons are redeemed. Again, breakage makes barter even more attractive – a certain percentage of the gift certificates and coupons will not be redeemed.

Barter is like printing money! Deals can be triangulated and cash flow can be relieved and ramped up. Plus, one barter transaction can lead to repeat business and thus an exponential return on investment (without a cash investment!) Bartering services and slow moving inventory for advertising is extreme leverage. Barter can produce cash customers. Think about the resources you have and who would want them. Work on your business instead of in it.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Remember: The key to successful JV’s is the people who are involved. Integrity, professionalism, punctuality, accountability, passion and generosity are essential ingredients.

Joint Ventures is the way business is being done by smart people. Join us and take advantage of this wonderful tool. Read on for more information, tools, techniques and examples and don’t forget to download a free copy of “Joint Adventures” at [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com) if you haven’t already read it.

**How to Retire with No Money**

Remember that "financial planner" who calculated that a loaf of bread would cost $1,000 by the time you retired, and that you would need at least two million dollars in the bank to be able to stop working? And how you could invest in the stock market to achieve that weighty goal, which meant a hefty commission for this financial genius who had less money than you had?

Remember how scary that felt, and how daunting the monthly payments would be?

Remember how North Americans lost up to 40% of their savings in the last stock market crash?

And we continue to get pitched by schemers and scammers, because they know that we don't want to work until we drop. They know we want to retire with enough money to maintain our dignity and freedom in our most vulnerable years. They know that we want to be able to enjoy our autumn years with security and peace of mind. So they continually try to sell us dreams that turn into nightmares.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
The GOOD NEWS is that you DON'T need millions of dollars in the bank. What you do need is a regular, passive income that exceeds your needs. Then you can retire. And it doesn't have to take years to accomplish. Realize, first, that “You gotta be specific to be terrific!” You need to know exactly how much you need per month. That’s a very important step. Next, you have to find at least ten sources of that income. Why so many? So that you don’t have all your proverbial eggs nesting quietly in one basket. In today’s volatile world, where things are constantly changing, we need to spread our risk so that we can survive the dropping, bombing and stealing of baskets.

So now you know how much you need you find ten people whom you trust, respect and admire, and who are successful, and you approach each one to find out what they want. Then you discover what’s in it for you. “If I can get you this, how much will you pay me?” If these people are smart and successful, they’ll tell you in a heartbeat. I recently had someone approach me and he wanted a job and a salary of $5,000 per month. I showed him how he, or anyone else, can easily earn that in my business, but he wasn’t prepared to get paid for results. So we’re not going to work together. He was averse to work and responsibility. But any savvy entrepreneur can show you exactly what he or she wants and provide you all the marketing and sales information you want.

Now you link up supply and demand. If you link ten good peoples’ needs to the rest of the ten, you have one hundred transactions. Or Joint Ventures. When these transactions are repeated, you create multiple streams of income. If you need six thousand dollars a month, ask each of these ten people what it will take for them to write you a check every month for one thousand dollars (we’re assuming that, like in all business, some things you try will not work out). John Smith wants people to buy his accounting services and he will pay you $50 per client, per month. He needs 20 clients. He offers a gift certificate for a complimentary consultation. You distribute these certificates to the databases of the other nine people and generate business for John. John sends you a check every month, starting at $50 and

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
growing. Some sales are once off, but earn you high amounts of commission. You put the machinery in place to generate those sales on a regular basis. It all adds up. When your income exceeds your expenditure, ka-ching! You’ve retired!

**Hot Buttons 101**

Zig Ziglar said, “You can get anything out of life, if you’re prepared to give enough other people what they want.” Let me ask you this: what do **you** really, really, really want? If you say, “Money”, what does that translate into for you? Control? Power? Security? Dignity? Freedom? How much money? If you say, “Health”, what does that exactly mean to you? How will you know when you’re healthy? What has to happen in order for you to declare, “Now I’m healthy!” What is “success” to you? How would you measure it? I once consulted with a client who said he wanted to start a trans-Africa transport airline service. When I dug deep down, what he **really** wanted was to fly an airplane! Much cheaper, methinks, than starting an airline, wouldn’t you agree?

I like this question: “What is your **number**?” The “number” is the amount of money it will take you to do something. “Everyone has his price”, they say. And they’re right. What will it take? And sometimes it will take a lot less than we might think. **When you know someone’s real “Hot Button”, what they really, really want, you gain control beyond your wildest dreams.** Instead of mouthing off about yourself, your product or service, ask intelligent questions. Find out what pain the other person is currently enduring. Find out what keeps him or her awake at night, worrying – their greatest fears.

I know a fellow who continually tries to recruit me into his business. But he’s so arrogant and egotistical that he never takes the time to find out who I am or what I want. The more he runs off at the mouth the more I lose interest. **Instead of enticing me, he bores me.** I want to know everything about the people I choose to do business with because knowledge that can be

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting www.LifeIsAJointVenture.com
applied is power. It sometimes takes a long time to discover the Hot Button, but when you do, it’s worth the effort. When you think you’ve found the Hot Button, test it. Don’t “jump to the confusion” that you’re right. When you find the pain, turn the knife in the wound and then offer the solution, remedy and escape, in the form of a Joint Venture.

**Strategic Alliances Boost Sales**

Two business owners met in a pub in Seattle in late January of this year. We’ll call them Barry and Bob to protect their identity. I had met with Bob to discuss increasing sales in his office furniture business and given him an idea to use. He had identified Barry as a potential Joint Venture partner for this marketing system and arranged a meeting.

Bob’s offer went something like this: “Barry, we both sell good office furniture and we both offer great service. You’re not too far away from where I am based, as you know, and I have an idea to run by you. **What is your average closing ratio?** In other words, out of every ten people you pitch, how many buy from you?” Bob replied that he sold about two in ten.

“So, Barry, what do you do with the other eight prospects? It cost you good marketing money to find them, and they all have an urgent need for office furniture, and they can afford it or you wouldn’t be talking with them. If they leave your store, they’re going to buy somewhere else, right?”

“You’re right, Bob. What do you suggest?”

“I suggest that you say to everyone who doesn’t buy from you, ‘I’m so sorry I couldn’t help you today. I know you’re serious about getting some office furniture right away, and I hate to waste your valuable time, so I’m going to call a good friend of mine who offers equally good products and service to what I do, and ask him to meet with you and see if he can help you.’ Then you call me and set up an appointment with your prospect. I’ll do the same

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
for you. That way, Barry, we each get to see 18 prospects instead of 10! I see your pre-sold prospects and you see mine!”

Since they instituted this simple yet effective system, both Barry and Bob have seen significant increases in their sales figures, at absolutely no cost or risk. Try it in your business – work with your “competition”, and make more money! The more people around you that are aware of this powerful concept, the more lucrative deals you'll have access to, and the more money you can make. We've created a system that makes it ridiculously easy to get the word out to the people you really want to partner with, and increase your profit potential. Just give this book away (and “Joint Adventures” which you can download for free at www.LifeIsAJointVenture.com) to anyone you would really love to partner with – once they understand the power of Joint Ventures the sky’s the limit.

Joint Venture Research

Joint Venture experts know that there are a few guiding principles when setting up lucrative deals that provide ongoing, multiple streams of passive income and large, one-off windfalls. Research is essential before partnering up or even suggesting a Joint Venture to someone. Research is the foundation of successful Joint Ventures.

There are four aspects to Joint Venture research:

1. The industry or industries you're targeting
Be sure you are comfortable dealing with that industry, that it fits your public profile and values system, that it is aligned with your mission statement and identity, branding and business relationships. For example, you probably wouldn't want to get involved in the sex industry. You might want to avoid contentious or controversial areas like politics, religion or tax shelters. Also, have enough information or access to information about that industry before diving in.
2. The deal
If you're good at Joint Ventures you can remove all the cost and risk. Don't think a contract is going to protect you, by the way – it's only as good as the people behind it. Triangulating deals (setting up a deal between two other parties and taking a piece of the profits) usually removes risk and cost if correctly set up. Make sure tracking and monitoring is in place and use the expertise of trusted others. Create a memorandum of understanding that clearly defines the terms and options in the deal (Google “memorandum of understanding” for examples).

3. The people
This is the most important part of any Joint Venture. Check them out – do your due diligence and research. Get references, do police and credit checks, even use a private detective if necessary. All that glitters is not gold and people claim some amazing things that are simply not true. Get specific information and avoid being bowled over by their charisma and sales abilities. Confidence tricksters use greed and ego to hoodwink their victims. Check them out. If they don't have any money, be careful – desperate people tend to do desperate things. Don't buy their stories. Look for a track record. If they're over eager and urgent, step back. Consider applying for Membership in the DollarMakers Joint Venture Forum – our elite Members are carefully screened.

4. Education
The more you learn, the more you can earn. We use Joint Venture Bootcamps and seminars, teleclasses and Joint Venture audits to educate and update people on Joint Ventures. Again, be careful from whom you're learning. Unless the person teaching you has a personal success track record, they don't have the right to teach. Look for support, practicality and watch out for the "up-sell" lurking in the shadows. Ongoing education in today's changing world will complete your research cycle.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIs AJointVenture.com
Why You NEED Multiple Sources of Passive/Residual Income

Ever stayed awake at night worrying that you might lose your job or be passed over for promotion? Ever seen changes in technology or competition or other events beyond your control that could cripple or hurt your business? Ever worried that you might lose your star salesperson or get sued by an employee? Ever cursed the seasonal vicissitudes in your business or wished you were in another business? Ever wanted to hire a hit man to remove your competition that was forcing prices down? Ever lived in the real world?

What happens if you have all your income eggs in one proverbial basket and you drop that basket, or, worse still, someone steals it? If you’re selling your time and you get ill, break a leg, or want to go on holiday, what happens to your income? Do you wish you could just stop working and relax for a week or two, but you can’t afford to let go of the reins in your business? Is your overhead so high that you work for 24 days of the month just to cover costs? Do you worry about fires, floods, holidays and political changes, outsourcing and immigrant labor affecting your income?

Multiple sources of passive or residual income from different geographic and demographic areas and from different industries removes this worry, especially if all your income is 100% profit and you carry no overhead, employees, risk or cost of sales. Joint Ventures allow you to benefit from multiple other business and their infrastructures simultaneously. No more feast-or-famine, chicken-or-feathers seasonality, because different sources offset one another. With your overhead removed, you need far less to survive, and you don’t have to carry inventory or support employees. By spreading your risk, you increase your peace of mind and limit your exposure, while at the same time optimizing your income opportunities. You can create more value if you can offer more products and services. And JV’s allow you to spend very little time in setting up the deals.

You need multiple sources of income because in our ever-changing and very dynamic world, where new technology and a constantly shifting socio-
political landscape means that change is the only constant, there is no security in being locked-in to any one income source. A Joint Venture Broker has the freedom to continually create new cash cows and to build more and more tollbooths on the bridges he builds between supply and demand. Employees work in tollbooths, while JV Brokers own the tollbooths. When one income source dries up or disappears, there are many more to take its place. When currencies fluctuate they are offset by income from other geographic areas. Nothing and nobody is indispensable, so nobody can control, coerce, or manipulate you. You are truly your own boss when you’re a JV Broker. You answer only to yourself. **You can create ultimate financial freedom.**

---

**Become a Heat-Seeking Missile**

I am a heat-seeking missile. The AIM-9 Sidewinder is a supersonic, heat-seeking, air-to-air missile carried by fighter aircraft. It has a high-explosive warhead and an active infrared guidance system. The Sidewinder was developed by the US Navy for fleet air defense and was adapted by the U.S. Air Force for fighter aircraft use. The missile's main components are an infrared homing guidance section, an active optical target detector, a high-explosive warhead, and a rocket motor.

The infrared guidance head enables the missile to home in on target aircraft engine exhaust. An infrared unit costs less than other types of guidance.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
systems, and can be used in day or night and electronic countermeasures conditions. The infrared seeker also permits the pilot to launch the missile, then leave the area or take evasive action while the missile guides itself to the target.

Napoleon Bonaparte said, “I see only my objective – the obstacles must give way”. In Chin Nung Chu’s amazing book about the Asian business mindset, “Thick Face, Black Heart”, she explains how and why focused business people achieve their goals, and how we can emulate that single-mindedness and determination. I’d like to suggest they’re like heat-seeking missiles.

Heat-seeking missiles don’t have egos; they’re impartial, unattached and objective. They are goal-directed. They know exactly what they want and where they’re going. They don’t slow down or “stop to smell the roses”. They’re on a mission. They are not concerned about the political, economic or social climate, trends or fads or what’s popular or acceptable. Heat-seeking missiles have one thing and one thing only in mind – the accomplishment of their goals. They are not distracted or sidetracked. They don’t harbor fear or doubt. There is no hesitation, procrastination or rumination – there is only intense, undiluted, laser-beam focus on the objective. **No second-guessing – no faltering.**

What would happen if we had the same “attitude” as a heat-seeking missile? Unshakable faith, unrelenting grit, unrestrained purpose, unrivalled commitment. How soon would we realize our goals with that kind of motivation? How many people would get in our way? And, more importantly, how many strong people would line up to follow and support someone with that kind of intent and vision? Would leaders and winners not want to align themselves that that kind of person, knowing that nothing would stop them from arriving at their destination?

Self-confidence, certainty of purpose and goal-oriented action increase our chances of success exponentially. Paul J. Meyer said, “Determine what specific goal you want to achieve. Then dedicate yourself to its attainment.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
with unswerving singleness of purpose, the trenchant zeal of a crusader.”

Think about that: what would hinder you if you chose that mindset? Perhaps it’s time to stop playing games and decide what we want, and then to fearlessly make it happen. William Shakespeare said, “Do not, for one repulse, forego the purpose that you resolved to effect.” Manage your mind and become a heat-seeking missile.

My Own Prison?

I heard a story on the radio recently about two men. One was the king and was extremely obese. He ate continually and was so fat that he couldn’t even get through a door. He was deposed by the second man, who had a room built around the former king, with normal windows and a door that wasn’t locked. He told the large man that he could leave anytime he wished, but at the same time he supplied him with four huge meals every day. Of course, the fatty couldn’t resist the food, so he never escaped his own prison.

In our world today of “Sugar and Spice and Everything Thrice”, self-discipline and frugality are seldom found. We complicate our lives, create prisons of debt and illness and miss out on the finer things of life. My wife Rika and I were walking along the beach at Indian Arm on a lovely summer day when we saw some kids lying on a huge blanket, playing with their hand-held Game Boy computer games. They could have been talking, swimming, boating, fishing, playing ball or just enjoying nature’s incredible beauty. The Game Boys captivated them.

My prison guard could be television, food, drugs… but it is my own choice to be in jail. Simplify, cut back and get back to basics, lean and mean, sober and clean. Anything that you think you need controls you and imprisons you. Set yourself free and use your resources to create a happy, healthy and contributing lifestyle. Take stock of your choices and project the consequences. Enough small choices lead to great consequences. Enough spider webs can be as strong as steel cables. We always have a choice, and it’s never too late to change. Try this: set a goal to get up 20 minutes earlier.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
every day and exercise, read a self-development book, pray, meditate, or just take a brisk walk. In a few weeks you will see a difference. Create success habits.

Norman Lear said, “Life is made up of small pleasures. Happiness is made up of those tiny successes. The big ones come too infrequently. And if you don’t collect all these tiny successes, the big ones don’t really mean anything.”

“The height of your accomplishments will equal the depth of your convictions.” – William Scolavino.

Vision

One thing that we associate with eagles is vision. The Bible says, “Without a vision, the people perish”. The one thing that makes the difference between a mediocre life and magnificent achievement is vision. Patanjali, a second century B.C. philosopher, said, “When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bounds: Your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great, and wonderful world. Dormant forces, faculties, and talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be.”

Visionaries of the world, unite! John Lennon said, “You may say I’m a dreamer, but I’m not the only one.” I say, lead me to the dreamers. There is no place in a visionary’s life for limitations, excuses and half measures. She is inspired and alive, unshackled by the status quo. He rises like a phoenix from every setback, more excited and motivated than ever before, stronger, more determined, more focused. Read the story of Conrad Hilton, who said himself of his goal to acquire the Waldorf, “The year 1931 [the Great Depression] was a presumptuous, an outrageous time to dream!”
It’s never too late to get a vision for your life, to start believing again, to start living. Mix with people who are sold out to their visions, who have the courage to take the road less traveled, and you will find yourself amongst giants. If we believe, we will achieve. But you can’t have a dream come true, if you don’t have a dream. Start dreaming. Take off the judge’s robes and set your imagination free – be true to your inner self, because, take it from me, dreams do come true.

**Metamorphosis**

Scientists tell us that as eagles age, their beaks and talons become encrusted with calcium. Thus, neither is as sharp as they once were. When this happens, the aging eagle cannot hunt as effectively as he once did. As he ages, he also loses some of his feathers. When this happens it causes his body to "whistle" in the air as he dives toward his prey. This destroys his ability to hunt in silence, thus further reducing his effectiveness as a hunter.

When the eagle enters this period of his life and he appears bedraggled and haggard, he will descend from soaring in the heights above and find him a place in the rocks. There, he will pluck out all of his feathers and break off his own calcium-encrusted beak against the rocks. He will even scratch his talons against the rocks until they are reduced to nubs. At this point, the eagle is absolutely vulnerable and defenseless. Many eagles die during this process because they cannot feed themselves or escape predators.

But during this time a wonderful thing begins to happen to those who survive. The feathers will begin to grow back. His beak will also grow back. His talons re-grow as long and as sharp as ever before. After a time, the eagle will step out on the rocks, flap his great wings and take to the skies once again in victory. The eagle has "renewed its youth", its vigor and strength return and it mounts up and soars on high again. DollarMakers Joint Venture Forum Member Selena Cheung told me this amazing fact.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
There comes a time in all our lives when we should regroup, reconsider and reevaluate. It’s never too late to start over. It’s good to take refuge and be alone, or at least to take counsel from a wiser and more successful Eagle. It’s been said that you can put wings on a pig, but he will never soar. Be careful not to take advice from a winged pig, masquerading as an Eagle. Select an Eagle you admire and trust and emulate the metamorphosis described above.

“Come to the edge,” he said, but they were afraid. “Come to edge,” he said. They came, he pushed them, and they flew.

Your Own JV Broker Business for under $500

"Now that is really ridiculous." Perhaps not. If Joint Ventures really do use other peoples' time, money, energy, resources, distribution, reputation and skills, maybe this is possible.

After all, Joint Ventures are all about leverage and duplication, right? And I always preach that you don't need products or services or money to do lucrative JV's.

The challenge facing people today is that, as Jay Abraham said, 99% of small and medium business owners don't understand JV's. So we created a one day JV Broker Bootcamp for individuals who want to be in their own businesses as well as for business owners who want to learn the ins and outs of doing successful Joint Ventures. Delegates are mentored, coached, taught and led through the entire process from finding the right JV Partners to approaching them, pitching them, creating and closing the deal and then making it happen.

Can you start making money from day one after a one day Bootcamp? Sure you can. We've done it before. $497 and you're a JV Broker. We practice what we preach. Joint Ventures will change your life, once you understand them. The power that is unleashed by solid JV's is unlimited and the risk, if any, is minimal. If set up correctly, there is no cost or risk. Leverage existing
resources. Don't compete – partner. And the more you learn, the more you'll earn! Go to www.LifeIsAJointVenture.com for more details.

Tuna Sandwich

Every lunch time, a construction worker would open his sandwich up, look inside, and cry, "Oh, no! Not tuna again!" and then he'd eat it. Eventually, after this performance had been repeated daily for two months, one of the other workers suggested he ask his wife to put something else on his sandwiches instead of tuna. "What do you mean?" asked the worker. "I'm not married – I make my own sandwiches!"

I'm going to be very direct with you.

The first step to making this year better than last year is understanding a very simple fact: no one is coming to your rescue.

Everything you will have or do this year will be a result of your actions. Or your lack of action.

The most obvious thing you can do is to make sure that you earn more money this year. Think about it. If you don't do something drastically different from last year.......you're going to wind up in next year right where you are right now!

Is that what you want?

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
If not – and if you're dead serious about changing your financial future, this message is for you.

You can change your life by attending a Joint Venture Bootcamp.

And if you think you can't afford $500 on your credit card to earn thousands, get ready to repeat what you have. But, if you're "sick and tired of being sick and tired", take decisive action now. Go to www.LifeIsAJointVenture.com.

You'll be glad you did.

The Joint Venture Mindset

Frank Schroeder was one of the most successful insurance salesmen I ever met. He owned two Porsches and two sets of electric drums and lived like a king. We did some business together and I asked him what the secret to his success was. And at this point I must digress. I have sold insurance very successfully in Canada and in South Africa. I no longer sell insurance – I specialize in Joint Ventures. But I have found very few insurance salespeople who share Frank’s philosophy or his success. Many of them have very strange labels and titles that they have concocted for themselves in order to disguise the fact that they sell insurance, yet they should be proud of their important work. And they are so focused on selling that they are proof of the self-fulfilling prophecy syndrome. But let us not waste time discussing what we should not do.

Frank was living proof of the power of what I call the Joint Venture Mindset. As far as I can recall, I will try to put his approach in his own words: “Robin, I always tell people right up front that I sell insurance. That builds trust and credibility right away. And I never try to sell anything on the first visit, or even the second visit. In fact, I often don’t ever try to sell insurance – they ask to buy! Why? Well, I focus on finding out all about my prospect. I ask many questions, make copious notes and make it my business to try and help them in any way I can, either by giving them referrals, advice

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
or contacts, but this has nothing to do with insurance.

The more I work on building value and helping them, the more interest I show, the more they open up and share. I find out all about their hopes, dreams, fears, failures, successes, beliefs and hobbies. I share things about myself. I build a relationship. I help. I care. And you know what, Robin? They bring up the insurance subject and they buy. I never have to sell. I never have to close. I give them information and solve their problems. I don’t use jargon and I don’t play games. You know me – what you see is what you get. If I don’t feel comfortable with the prospect, I leave and I won’t sell them insurance. If they don’t need insurance I won’t sell them any. And I have more referrals than I can handle. I forget about what I want and myself and I prove myself a friend.”

That’s why we started the DollarMakers Joint Venture Forum – our Members share this mindset and work on relationships and problem solving. They don’t focus on selling and they know that they can do business outside of their chosen field. And they are very selective about the people they choose to work with.

Joint Ventures – How Much to Charge?

How much should you make from a Joint Venture? 10%? 20%? 50%? Should it be of the net or gross profit or off the top? How do you decide? This is an important consideration, especially for people who are used to paying peanuts and those who are used to accepting a few crumbs.

A realtor approached me with the typical offer: “Send me a buyer or a seller and I will pay you $75 for a completed sale.” So you get $7,000 and you expect me to accept $75? Are you kidding me? I’ll take 50% of the realtor’s commission or no deal. Am I being greedy? No – I pay 50% and so can they. If you don’t ask, you won’t get. Desperate realtors will not agree to this, but the smart realtor who has built in multiple JV back-end sales into every transaction will jump at the opportunity. 50% of something is better than...
100% of nothing. It’s business they would never have had. When you show them how much business that one deal can generate over the years and the marginal net worth of a customer, they might see the light. Entrepreneurs who understand business and profit are more likely to pay and demand reasonable commissions.

For example, when people attend a DollarMakers Joint Venture Broker Bootcamp, I pay the referring Members up to 50% in commissions! My cost of putting an extra chair into a Bootcamp and a few extra cups of coffee and donuts, plus a workbook, is negligible. I can afford to be generous. My DollarMakers Joint Venture Forum Members earn thousands in commissions every month. But if I was selling computer hardware, with a profit of around 6%, I could not afford to pay such a generous commission. Large profit margins demand high commissions; real business people understand that. And there are other ways to reciprocate than financially.

Different businesses have different profit margins. Some have higher overhead and costs of sales and than other. If you’re selling a service, you make big profits, but you can also have varying costs. So we have to keep this in mind. Some people have certain restrictions on their ability to pay out commissions, like certain financial planners or dentists.

Most entrepreneurs don’t understand their acquisition cost, attrition rate, profit margins, back-end value or Joint Ventures. That’s why they feel they have to grab every up front cent they can. When they understand the big picture and they want to create increasing, multiple streams of passive income, they will become generous in their referral fees and commissions. I personally don’t accept anything less than 20%, but it all depends on the big picture, margins, reciprocal consideration and value. Remember the big picture and demand to be paid a fair amount or walk away. There are many opportunities out there but very few people who understand Joint Ventures, so you can call the shots.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Don’t Sell Your Time

When you sell your time, you sell your life. You might as well be a slave or a mercenary – or an employee. You cannot get rich selling time unless you’re very highly qualified or a rock star or film star. That’s why most consultants and coaches experience peaks and valleys – “chicken or feathers” – their income is seasonal and they work harder and harder for less and less.

When I meet with my Joint Venture Forum Members, I always tell them that they should have each Joint Venture they consider fit within the following parameters: “no time, no risk, no cost, win/win.” That doesn’t mean a Joint Venture won’t take time to set it up, or a little expense up front – it simply means that ideally the JV should run like a money machine, without your presence or time. The idea is to utilize and leverage underutilized resources and create links as a broker would. You get paid a percentage of resulting business. You link supply with demand and piggyback distribution and advertising.

The average consultant or employee (a consultant is simply an employee with many bosses) doesn’t realize that his hourly rate is not what he actually earns. When you look at your real profit, you should also consider what your freedom is worth to you. Are you free to do what you like, when you like? Are you free to go skiing or hiking when the weather permits, or when a boss permits? Are you really like a child in a classroom who has to ask permission to go to the little boys’ room? How much is time with your family worth to you? What will you sell it for? Do you really want to have a boss decide whether or not you’re allowed to take your wife on holiday or go fishing with your friends? How old are you, anyway? Maybe it’s time for your personal Independence Day.

Other peoples’ time, money, resources, equipment, expertise and access is freely available to smart JV experts. We don’t have money problems – we have thinking problems. Let us understand that we don’t have to sell our

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
time. Fire that boss, once and for all. Fire your consulting and training clients like I did. They don’t deserve you. You family and loved ones deserve you. One phone call can earn a good JV Broker more than the average employee earns in a month or more. Attend our Joint Venture Broker Bootcamp and find out how you can have all the time and money you want.

The Joint Venture Analogy

A lady walked into my seminar in a hotel in Abbotsford and announced that, after looking at the palm of my hand, I was deadly ill and needed her supplements. She added that this would also make me financially secure, implying that I was not financially secure. She had never met me and was not even a part of my seminar audience!

This is not all that uncommon – attend most “business networking events” and you will find a bunch of self-employed salespeople thrusting their business cards at each other and proudly broadcasting their elevator speeches to all and sundry, whether they want to hear it or not. They might as well go from door to door selling brushes to people who don’t need them or want them.

Joint Venture experts have an entirely different approach; they are like my doctor. He sits quietly and asks questions and listens to me. He examines me. He does not tell me about how smart he is or how many babies he delivered last week. He does not regale me with the benefits of dealing with his practice. He listens. He finds out where it hurts and reads my file. And then, like the good South African doctor he is, he prescribes the solution to my specific problem. He doesn’t have to sell me or convince me or persuade me. And I gratefully take his advice.

Joint Venture experts build bridges, create solutions and solve problems. And they get well paid for it. They don’t work for nothing. They are capitalists and they understand business. They know that we get paid in

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
direct proportion to the value we create. They don’t sell time, either – they simply link us up with the solution we seek and need. If the MLM lady above had taken the time to ask me many questions and show a genuine interest in me, she might have found that I was in search of a solution for some physical qualm, in which case I might have asked her to sell me the solution in the form of her product. But her desperation, arrogance and ignorance denied her any chance of ever doing business with me. Fortunately, not all network marketing people are like her! Let us understand the power behind Joint Ventures by taking the time to become sincerely interested in the other person and forget about what we want.

Don’t Sell It

One of the most important aspects of the Joint Venture Mindset is that we don’t need to and in fact shouldn’t “sell” a JV proposal. Last night I attended a “networking meeting” where the Membership Services Manager walked up and asked me outright why I didn’t join their Chamber of Commerce. She showed no interest in me, my business, my problems or my interests. She was simply out to hard sell everybody she could. When I indicated that I needed to see how joining that Chamber would benefit my particular business, she proceeded to reel off the “benefits” of joining. She is not someone to approach for a Joint Venture. She is egotistical, arrogant and stupid.

If this “Manager” was intelligent, she would have listened carefully to me and asked herself a few simple questions: “How many people could Robin introduce to this Chamber? How many people does he influence, who are those people, and what is his Hot Button? What does he really, really want? How can this Chamber bring him massive, unprecedented value? How can I best present this option to him, in a win/win scenario?” If she had listened carefully, she would have learnt that I have over 500 DollarMakers Joint

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Venture Forum Members and that many of them might consider joining her Chamber, and that many of her 1,400 Members could join the DollarMakers Joint Venture Forum and attend our Bootcamps, which could make her a substantial amount of money (a lot more than she earns at the Chamber). She would have found out that I can put her in front of a lot of prospective Chamber members via my talks, ezines and seminars.

When someone doesn’t understand the value you offer them, walk away. If you have to sell it, the value is not perceived. Either you have to describe it better, listen better or realize there is no match. But you shouldn’t try to persuade someone to JV with you. They should eagerly accept your no cost, no risk offer – that will mean they’re committed and serious. If both JV parties are excited, enthusiastic and passionate about the JV, it will probably work very well. You have to kiss a few frogs to find a prince, you know. But you can’t make a silk purse from a sow’s ear. Some people will never understand the JV Mindset – get used to it, don’t take it personally, and remember what smart salespeople say: “Some will, some won’t, so what? NEXT!”

**Be Not Discouraged**

This story by Don Mondell is worth repeating and sending to your loved ones.

One day the Devil laid out his gleaming, razor-edged tools upon a worn and ancient wooden table. He announced a “fire sale” and carefully marked the price upon each tool:

**ANGER: $100, RESENTMENT: $400, HATRED: $600, etc.**

Each tool sold almost as quickly as it was placed upon the table. Toward the end of the day, a crooked old man in tattered rags approached. The man eyed the tools that remained, but was taken by a certain tool at the end of the table. The tool resembled the two long and bowed fangs of a viper. Its
chrome-like pointy tusks caught the sun and sent flashes of blinding light everywhere. With one hand, the old man blocked his eyes from the glare and with the other, he reached for the tool. As he grabbed hold, the tool's steely needle tips nearly pierced his hand. This seemed to please the old man. He snatched up the tool and held it to his chest. With a glint in his eye, the man asked the Devil, “How much for this one?” “I’m sorry, that tool isn’t for sale,” the Devil replied. Without hesitation, the man said, “But I’ll pay double. I know how valuable it is.” The Devil narrowed his eyes and hissed, “Sir, I’ve told you, that tool is not for sale, nor will I ever sell it. It is the most useful tool I own and without it, I wouldn't be half as effective in my work. With that tool alone, I can accomplish my every task. Now good day, sir.” Dejected, the man looked once more at the shiny tool, then slowly placed it on the table. With almost a whisper, he said to the Devil, "If I can't buy it, would you, at least tell me its name?" A slow and wicked grin grew across the Devil's face. "Of course, old man, its name is... Discouragement."

Robert South said, “Defeat should never be a source of discouragement but rather a fresh stimulus”. Discouragement is not the absence of adequacy, but rather the absence of courage. Hence “discouragement”. Don’t quit. You can do it. It’s always darkest just before the dawn, you know. Hang tough. Discipline yourself to keep your eyes on your goal and know this: the difference between dismal failure and magnificent success is the ability to keep on and not become discouraged.

**Joint Venture Piggybacking**

When I was 11 years old, my favorite game at school was similar to piggybacking. I don’t remember what we called the game. Small guys like me would ride on the backs of big, strong guys and we would try to pull our opponents over. The best part of Joint Ventures, as well as the easiest and most lucrative, is “piggybacking”. The key to winning the game when I was a kid was strong arms and a strong “horse”. I had strong arms and I always chose a strong horse, so I usually won. In business, the book, “*Horse Sense*” by Al Ries and Jack Trout applies the same concept. This book was

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
personally recommended to me by a multimillionaire client of mine, many years ago. I read the book three times.

I recently talked with a man who has 1,200 people in his database. I suggested he offer them Membership in my DollarMakers Joint Venture Forum at a great discount. By sending out two emails and one voice broadcast and adding value, for which I would pay, and by mentioning the opportunity in his ezine, we estimated that he would have at least 120 join (10%). That would earn him significant money, at no cost or risk to him. That’s piggybacking – and it’s that simple. The same can be done with shared advertising, mailings, emails, ezines, direct mail, seminars and business opportunities. Riding on the back of existing distribution, reputation, reach, access and exposure is very effective.

Don’t buy a 747 to fly to LA – simply rent a seat. Don’t own the overhead or create a competency – borrow it. Consider the power of partnering: everyone wins by sharing underutilized resources and hidden assets. And here’s the good news – you don’t need to own the resource, be it a database, distribution route or relationship – you simply make the connection – it’s called “triangulation”. No risk or cost, no downside, lots of fun and lots of money. You don’t need a business to set this up. Link me up with someone else and take a piece of the action. Link Dave up with Mary and get paid on all ensuing business over the next two years, why not?

The key to successful piggybacking is a strong horse and a strong rider – both parties should be ethical, generous, smart, professional and proactive. That’s the hard part. I know people whose databases I wouldn’t touch with a 20 foot pole. Be selective; be very selective. Talk with Members of the DollarMakers Joint Venture Forum and if you want to make a lot of money easily, remember that all it takes is a bit of thought. It’s not hard work and there’s no risk if you’re dealing with the right people. Bundle a product or service with one that is already selling well or add a product or service to an existing database or distribution route – that’s piggybacking, and it can create increasing, multiple streams of passive income for you.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
The Importance of Joint Ventures

I was recently asked why I was so passionate about Joint Ventures. Here is why: money is the lifeblood of a free, capitalist society. Joint Ventures offer people who have no savings, little education and no connections or business background, the opportunity to make money quickly and build multiple streams of passive income. Joint Ventures is a tool to create wealth and freedom, to help small businesses survive and flourish, to build strong relationships between good entrepreneurs and allow people to regain their dignity and self-respect through being able to be paid what they’re really worth.

Joint Venturing is a business opportunity in itself – it is the great liberator. Anyone can learn how to use JV’s to create financial independence. Students who finish college and still can’t find a job, seniors who can’t survive on their pensions, immigrants who face xenophobic attitudes in their new countries, good people who are downsized and people whose educational qualifications are no longer deemed sufficient by bureaucrats, can all grab Joint Ventures as a drowning man in a turbulent and dangerous ocean would grab a lifebelt.

Crime, drug dealers and terrorism all need poverty and desperation in order to flourish. By helping people to create their own financial independence through the understanding and application of Joint Ventures, we can save marriages and lives and our society. The only people who claim that money is not important are those who don’t have any. People can make good money with no risk, no overhead and no previous experience or education, and they can do so very fast. Our 12-hour Joint Venture Broker Bootcamps teach people in one day how to start making money the very next day, with no capital investment, regardless of age or gender. It’s almost miraculous how powerful this concept is. That’s why all the large businesses use them.

Joint Ventures also give us security – we can earn money even if we can’t

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
work through illness or other reasons, because that is the nature of a good JV. This is the solution so many people seek, yet they don’t even know it exists. I want to tell people all over the world that they can create financial freedom through JV’s. With JV’s we don’t put all our eggs in one basket and we don’t give someone else power over us. We can be independent and proud and free. I love Joint Ventures and I love teaching others about this amazing business tool.

**Step-by-Step Joint Ventures**

**When you're ready to start doing JV's, you should look at opportunities that fit the following criteria:**
1. There should be no cost or risk to you and it should not involve a lot of time, and definitely no selling.
2. The deals should be able to create enough money per deal to be worth your time and effort.
3. You should only work with people you like and trust, who take action and who are reliable. Don't deal with whiners, losers or flakes.
4. Look at the turn-around time. If you're bringing leads to realtors or financial planners (insurance salespeople) for example, their deals generally take a long time and often fall apart, whereas certain deals are time sensitive (like a seminar) and people have to make a fast decision, so the deal happens or it doesn't in a shorter period of time. We want high-return, no risk (to either party), little time invested, no money invested, and a quick turn-around time.
5. Structure your multiple income sources to complement each other. Instead of a "feast or famine" scenario, have different businesses with different busy cycles in the hopper, so that you get an even flow of income. Also look for synergies between the different demographics and buyer needs so that the same customer can buy from more than one income source.
6. Put the deal in writing – who does what, how they do it, when they do it, how payment takes place, the exact amounts or percentages paid, when payment takes place etc. – the more detail the better so that there are no
misunderstandings later on. Do you get paid only on the first transaction or on ongoing transactions?

7. Attend the DollarMakers Joint Venture Forum Member meetings and conference calls and attend Bootcamps so that you stay connected and keep on learning.

8. Remember, if there's no risk to either party and a deal doesn't work out, nobody gets hurt, so don't be afraid to fail. Also, some people will not want to JV with you. Don't take it personally – they simply don't understand value yet.

9. Create an action plan and be prepared to do some research on people you intend to approach. For example, what are their profit margins, underutilized resources and needs? What kind of reputation do they have? Google them, check the Better Business Bureau, run a credit check, ask around.

10. Be upbeat and optimistic when approaching potential JV partners, but never be desperate. **You don't need them.** Be prepared to walk away from any deal at any time.

11. Finally, business is a numbers game. The more you fail, the more people you talk with, the more you try, the bigger you think, the better. Joint Ventures is the fastest, best and most fun way to make an unlimited amount of money with no risk, little time and no money, that I have ever seen. **Make it happen!**

---

**Ask – the Key to Joint Ventures**

“Will you marry me?” That was the most important question I ever asked anyone in my life. I was very fortunate when Rika finally agreed! I have the best wife in the world, no question about that, but it would never have happened had I not asked. We have been married for 20 years. All because I asked. How many opportunities have we lost in life, simply because we

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
didn’t ask? What’s the worst that can happen? They can say, “No.”

I know it’s hard for some of us to ask, especially self-sufficient, proud, responsible, disciplined and hard working entrepreneurs. We don’t want to take advantage, we’re afraid of being made a fool of, afraid of rejection, and so on. But the fact is things only happen when we make them happen. And that usually involves asking people to do something. Together, we can do amazing things – but we need to invite others to participate in our Joint Venture programs in order to achieve the maximum results, and that involves asking. And it’s absolutely amazing what people will do, if you simply ask them to!

I talked with a beggar on the street once. I was interested to know if he felt bad when people didn’t give him money. He answered, “No, siree! I don’t feel bad if they ignore me or don’t give me money – they feel bad! I just keep on askin’, askin’, askin’, and the law of averages kicks in. I can predict pretty accurately how much money I will make on any given day, as long as I keep askin’. And the more I ask, the more I git!” Salespeople know this – it’s a numbers game – ratios are real. Statistics are real. It’s a game. Ask ten people and you might get something. Ask a thousand people and you most certainly will!

Set up your Joint Ventures in such a way that you ask many people and that you have a system to ask many more. And the more you ask for, the more you’re likely to get. Be confident, plan your strategy well and ask. By all means ask. Ask many people. Ask for more. “You have not, because you ask not.”

Think Big

Our DollarMakers Joint Venture Forum Members can earn significant commissions by bringing us business though recruiting new Members, enrolling people in Joint Venture Broker Bootcamps, marketing our products, etc. I recently had a very interesting conversation with a certain

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Member. His question was not, “How can I recruit a few new Members and make some money?” Instead, he sat down and worked out a plan whereby he could put a Joint Venture in place that would bring in a thousand new Members in three months. This would earn him significant income, as he could negotiate a sliding scale of commissions on such a large number.

His thinking was very significant. He wasn’t thinking about his own database or his local Chamber of Commerce as sources of new Members. He started out thinking about the number of entrepreneurs and business owners worldwide that would benefit from joining the forum. Millions! Then he thought about all the people in the world who didn’t own businesses, but who would like to join in order to get in touch with people who wanted to do JV’s. Many more millions! So he was thinking big in terms of numbers and money. The key is to start with the big picture. The why is much more important than the how. Knowing that there is gold in the mountain and that it can make all your financial dreams come true is more important than how to mine the gold.

Having realized the huge potential income available to him, this Member then started thinking about strategies to reach people worldwide with our Joint Venture opportunities, Membership, training and products. By thinking big, he had his priorities and motivation in order. Would you cross a busy street to pick up a penny on the opposite sidewalk? Probably not – it’s a small goal. Would you cross the same street to pick up a bag with a million dollars in it? More likely, right? Big goals drive the process, carry us across the hurdles, keep us motivated and awake and attract a lot of assistance.

**Lowering the Joint Venture Barrier**

Inviting someone to participate in a Joint Venture with you should always be carefully structured as an “offer that is too good to refuse”. This is easier than it might seem, and it is done by creating a large benefit or solving a significant problem for the other party, while at the same time removing the following barriers:

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Remove the barrier of **risk** to both parties. This includes the risk of alienating, upsetting, or losing his existing customers or losing customers to his competition.

Remove the barrier of **time** invested by the other party (and you should also invest the minimum amount of time.)

Remove the barrier of **effort**. Entrepreneurs are busy and they will want you to do most of the work if possible. Remember, you’re approaching them, not vice versa.

Remove the barrier of **complication**. Some proposals are very complicated. Complication, many irrelevant facts and the promise of huge, unusual rewards, is often the mark of a confidence trickster. Keep it very simple and straightforward and answer all questions in advance.

Remove the barrier of **religion** and **politics**. People are often negatively disposed to certain religions, religious groups or political affiliations. Play down your own religious and political leanings until a relationship of trust has been developed and even then, business is not about religion or politics.

Remove the barrier of **threat** to the other person’s **ego**. People don’t want to be made to look foolish or unsuccessful. Keep things simple.

Remove the barrier of **loss** – any loss, including loss of face (embarrassment), time or reputation.

By carefully structuring your JV proposal to remove the above threats, you lower the barrier to business. Think through the deal from the other person’s perspective. This means doing your homework – credit checks, Google searches, police checks, understanding the other person’s business and Hot Button and obtaining a clear understanding or their needs, wants, goals, drives, problems and dreams – before structuring your proposal.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Empowering Questions

You talk to yourself at a rate of 600 words a minute. Even when you’re talking to yourself out loud, you're talking with yourself internally as well. You’re constantly evaluating your circumstances and choices, based on your frame of reference and conditioning. Many of the “confusions” we jump to are automatic – conditioned responses based on past experiences which were often painful. So, many of the choices that we make are guaranteed to keep us in a negative loop, unless we consciously and actively stop the downward cycle and interrupt the negative pattern. Here’s a proven and simple way to do just that.

Have you noticed that you always answer your own questions, and that the question determines the answer? And that we act on those answers? If you ask yourself, “Why am I so stupid?” You’ll get an answer that confirms that you are stupid, by telling you why you are stupid. If you ask, “Why do I have to work so hard?” you’ll trigger the same, negative response to confirm and support a negative belief or paradigm. “Why can’t I get out of debt?” will elicit an automatic, programmed response that will keep you in debt.

The way to break free and escape this trap is to consciously and purposefully construct and ask questions that are designed to break the mold of pessimism and failure in any area of your life. In order to break disempowering habits, one fast way is to constantly ask yourself the right questions.

Write down the questions and be sure to ask yourself these questions (out loud, if possible) at least seven times every day. Try these for a start:
How can I double my income?
What is great about my life?
What do I like, respect and admire about the person I just met?
How can I add more value to the products and services I sell?

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
What am I grateful for?
How can I do more in less time?
What am I happy about? What is great about this situation?
Why do I have so much energy and joy?
How can I Joint Venture with others to make my dreams come true in a fraction of the time?
What can I do to increase the happiness and comfort of those I work with/my vendors/my family?
What did I learn today that will help me for the rest of my life?
Why am I such a great person?
Why do people like and respect me?

Tailor your questions to overcome mental and emotional challenges in your life. Focus on good things, solutions and events that you’re grateful for. Focus on what you want, not on what you don’t want. Create vivid mental pictures of your goals. Manage your mind and thoughts and everything else in your life will improve. Most of all mix with Eagles instead of turkeys – Eagles will help you, support you and encourage you.

**Examples of Three Simple Joint Ventures**

When people think Joint Ventures are complicated or difficult, it’s good to review some simple examples of real JV’s that I have recently done. **Here are three of them:**

A Member of the DollarMakers Joint Venture Forum (I only deal with Members) set up a meeting with a well-known seminar leader who agreed to have me speak at one of his seminars. Out of the 30 people attending (each paying $3,000 to attend the program), 14 signed up as Members. This is an unusually high percentage. Anyway, the seminar leader and the Member each made good commissions. This seminar leader has 3,500 people in his database and the next step is to arrange a more formal relationship and also to use a teleconference to sign up more Members. **This is a win/win/win/win scenario**, done with no cost or risk and very little time.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
The Member and seminar leader will naturally get good commissions on any of those new Members who attend Bootcamps in the future, as well.

Another Member who is involved in a local church is arranging for me to present a Bootcamp at the church as a fund raiser. We have agreed on a minimum amount payable per delegate, and all the money will go to the church. I will receive a tax receipt equal to the amount of money raised. We expect, given the amount of church members and the demographic profile, to raise between $5,000 and $10,000 for the day. The church incurs no cost or risk and uses very little time. I sign up new Members and the Member who arranges the JV gets paid on all Members that sign up. In addition, his own business will get great exposure. Everyone wins. This can work for service clubs, sports clubs and societies as well.

A third Member has linked me up with a well-connected and influential entrepreneur in another country. All it took was a simple phone call. Any resulting Bootcamps or business will make the Member serious money, and as I haven’t worked in that country before, the sky is the limit.

A Joint Venture Broker is simply someone who understands the power of linking people to solutions. You should spend very little time and money and take no risk. Once you have set the deal up, you can stand back and collect the regular income generated. That’s why JV’s are the ideal business.

Persistence Creates Success

Calvin Coolidge said, “Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education alone will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan ‘press on’ has solved and always will solve the problems of the human race.”
You can’t teach someone persistence. People will become sufficiently persistent to succeed only when their desire for their goal exceeds the pain and discomfort they have to endure in order to reach it. It’s simply a matter of comparison: the pain of living without your objective has to exceed the pain of paying the price to accomplish that goal. Which pain is greater? Everyone is motivated. Motivation means “A motive for action”. Some people are motivated to lie in the gutter with a cigarette and bottle of liquor. That’s what they want to do, that’s why they’re doing it. Others live mediocre lives, because they don’t want real success badly enough to pay the price to obtain it.

How do we guarantee success? DESIRE. When you want something badly enough, when you are prepared to do whatever it takes to get it, you will become persistent. And when that happens success is guaranteed. On a scale of one to ten, one being “It doesn’t matter” and ten being “Nothing will stop me”, how badly do you want to reach your objective? If it’s anything less than a twelve, don’t bother. Find something that you want more than anything else. That desire will burn away fear, slothfulness, and excuses, lack of attention, distraction, compromise, mediocrity and even fatigue. People who are seriously motivated are persistent and dedicated. They set extremely high standards and will pay the price. They love their objective.

Persistence is the result of finding your true purpose and the result of persistence is massive success. To find your purpose, it’s good to spend time with others who already know what their purpose is. Those people will inspire you and their energy will start to invigorate you. You will seek what they have, which is purpose. And what you honestly and sincerely seek, you will surely find.

How Badly Do You Want It?

Do you want to know whether or not you will achieve your goals? Just look at your life and you’ll know! What you consistently do in your life is a very clear prediction of where you will be in two years’ time. Your level of self-

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
**discipline is crystal ball** – there is a definite link between discipline, self-esteem and accomplishment. Look how many hours you spend dedicated to the accomplishment of your goals, and your future will reveal itself to you.

“We shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe, in order to assure the survival and the success of liberty.” – John F. Kennedy

Successful people are “outcome driven”. They know exactly what they want. They focus on the reward, not the process. They highly respect, protect and prize their time. They do things in the order of their importance. Their time is prioritized. Frank Lloyd Wright said, “I know the price of success: dedication, hard work, and an unremitting devotion to the things you want to see happen.” Mike Litman says, “You don’t have to get it right, you just have to get it going. Take action NOW. In life, you’re either consistent or you’re non-existent.”

Do you prepare your day with a “to do” list of the six things you absolutely have to accomplish the next day? Is your vision so clear, so compelling, so exciting, that you can’t go back to sleep again after thinking of it? Or do you drift along, side tracked and buffeted by every new quick buck scheme and dream, grabbing here and there and never sticking to anything? Or are you an unstoppable machine, up early and raring to go? How worn is the snooze button on your alarm clock? Do you even need an alarm clock? And please check your philosophy. Your entire life and business is a reflection of your philosophy.

Henry Wadsworth Longfellow said:

*The heights by great men reached and kept<br>Were not attained by sudden flight,<br>But they, while their companions slept,<br>Were toiling upward in the night.*

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
How many hours a day do you dedicate to your magnificent obsession? If you see a need for change, **change now**. Take charge. It’s not too late! Make it happen. Align yourself with Eagles, cut the ducks out of your life and kick any money making scam that isn’t working to the curb. Get a new telephone number and only give it to winners. **You can do it.**

**Lucrative Joint Venture Questions**

When you ask the right Joint Venture questions, you open the vault to riches. People like to talk about themselves, their goals and their problems. When we help them make their dreams come true and offer solutions for their problems, we all win and everyone makes money. Savvy JV Brokers know that it’s all about the right approach. Here are five powerful approaches that you can use, today, to make real money, real fast.

1. What do I have to create, bring to you or offer you in order for you to write me a check for $2,000/$10,000 per month?
2. What do you want, more than anything else, in your life and your business, and why?
3. If I was to bring you business and customers that you don’t have and would not have had, what percentage of the gross sales would you offer me?
4. If I could show you how to make money from your existing resources, with no cost or risk to yourself and without any time spent, would you share the resulting profits with me?
5. If I could double the amount of people in your restaurant, given that you have a 32% food cost and all your overheads and fixed costs are already covered, would you pay me 20% of every bill I generated?

If you help other people to get what they want, you will get what you want. And by asking the right, open-ended questions and being honestly interested in the other person, you find out what they want. And when someone responds negatively or offers a meager commission, simply walk away – the world is your oyster and there are unlimited JV opportunities out there.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
The 5 ideal parameters of a good JV are “no money, no risk, very little time, lots of leverage, big potential.” Ask the right questions, do your due diligence and always be ready to say, “No.” Personally, I only work with Members of the DollarMakers Joint Venture Forum.

What’s Holding You Back?

Einstein told us, “We can't solve problems by using the same kind of thinking we used when we created them.” And we tend to subconsciously seek evidence to support our dominant beliefs. So we get stuck in a loop – we continue to look for proof that we’re right, so we don’t change what we believe, so we don’t change. Then we complain that nothing changes. Well, our circumstances won’t change until we change what we believe to be true. How do we do that?

We created our beliefs by gathering evidence to support those beliefs. For example, Uncle Patrick was dishonest in business, Lonny ripped us off and Sam lost his savings in a bad business deal. And, as a result, we believe that business owners are dishonest and that we will lose money by getting into business. This can sabotage your future success. Or you’ve had six bad relationships and two divorces so you believe there are no good men in the world. That’s simple human nature: once bitten, twice shy. Seven times bitten…

Actually, it’s easier than we may think. The best way I have found to change my own beliefs is to immerse myself in evidence that produce empowering, uplifting beliefs. If I had a bad experience in business, I can read the biographies of successful entrepreneurs, spend a lot of time on a regular basis with successful business owners, watch movies like “Tucker” and read business magazines, “Atlas Shrugged” by Ayn Rand, “Think and Grow Rich” by Napoleon Hill and other good material. I can listen to podcasts and CD’s and eventually, inexorably, my beliefs will change and my life will change.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
If you had bad experiences in relationships, how about only mixing with people who have great relationships and marriages, read books about good relationships, work on yourself and concentrate on flooding your mind with positive information on relationships. Brainwash yourself – wash out all the silly, weak, disempowering beliefs with good, clean beliefs! Focus on your input. Strategically plan to change your beliefs. Take massive, passionate action. **You can dramatically change your life by changing your beliefs.**

### 80/20 – The Pareto Principle in Joint Ventures

We know that 20% of the people get 80% of the results in any group. That same 20% does most of the work and also makes most of the money. This applies to any group. That Inner Circle of committed, smart people actually understand that “what goes around, comes around”, that we reap what we sow and that repetition builds momentum, which in turn builds exponential wealth.

We also know that 65% of the business ideas we try will probably fail. And 20% of those that work can make your very rich. Now if you’re in a conventional business that could be disastrous – a huge risk – you could lose everything – so we take fewer risks and try fewer things. As a Joint Venture Broker, however, it doesn’t matter! If we approach JV’s with a “no money, no risk, win/win” mentality, we have nothing to lose except a little time. So we can be the Babe Ruth’s of business, striking out at will and enjoying it! The more you try, the more you succeed – it’s a numbers game, after all. We can go crazy trying new things, having fun, being creative with Joint Ventures – it’s magical.

### So here is a simple Joint Venture Success Formula that works really well for me:

First, choose your JV partners very carefully. Don’t listen to what people say; talk is cheap and money buys the whiskey. Watch what they do. Not when things are going well, but when cash flow is tight and the chips are down. Watch them over a period of time, do your due diligence and look for

---

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
patterns. Look for that small 20% (I think it’s closer to 5% if you’re really selective.) Those who show up. Those who have your back. Those who deliver. Do you know how many people promise and don’t follow through? How many people said they were going to join the Joint Venture Forum and never did? Now they don’t understand why I won’t do business with them – I only do business with Members, on principle. Seek out the Eagles, not the turkeys who wear Eagle masks.

Second, try many things! If only 20% of them work out, you can still make a fortune! That means that you have to take massive action. Now if you’re working with the 20% of people who actually work, you’re on the right track. Winners don’t get fazed if something doesn’t work out – in fact, they get excited because they know they’re getting closer to the gold! I love working with Eagles because they are bulletproof. They are optimists. They are impervious to the slings and arrows of losers. They are excited about their goals.

20% of people and 20% of the JV’s we try are worthwhile – that’s reality. Now, if you try 20 things a year, you might make some money. But if you try 20 things a week, wow! Get excited – get very excited – Joint Venturing is the key to making real money with no cost or risk. Join the Forum, get involved and let’s make all our dreams come true. Together, we do amazing things.

**Joint Ventures for Immigrants**

As an immigrant myself I understand the hopes, fears, dreams and unique problems faced by immigrants, no matter where they are in the world. Immigrants often face challenges that only other immigrants can understand. Often their qualifications are not accepted or they have no local experience, so they accept whatever they can get. Having worked with hundreds of immigrants, I know how hard it is to start all over again.

Immigrants don’t always understand the culture in their new home. They

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
might be afraid of risking their savings. They often don’t realize just how different things are in this new world. They sometimes face racism, xenophobia and people who take advantage of their vulnerability. They want to be accepted and blend in to their new environment, but it can be very strange and difficult. Money problems can lead to loss of self-respect, shame, relationship problems and withdrawal. I know of a number of immigrants who ended up divorced from their spouses, their dreams crushed. Others lost their savings and will have to work until they die – unless they find an alternative.

The good news is that any immigrant, in any country, can use Joint Ventures to create an income fast, with no money or risk, no database, no business experience and no connections or support system. Just like I did. You don’t need money, reputation or inventory. As long as someone else has it, you can access and leverage it, if you know how.

When I got to Canada, the condominium agent didn’t want to rent me an apartment because I was new in the country with no track record or credit record here! Talk about starting over. I got a friend of mine, the head of the US Peace Corps for Southern Africa, to send them a testimonial. That worked. Ridiculous, but that’s what many immigrants face. You can’t get a job, because you don’t have “Canadian experience”. Chicken and egg. But I didn’t want a job – I didn’t need one! You don’t need to accept a minimum wage job or drive a cab or kowtow to some idiot boss. You can create multiple streams of income and financial independence using Joint Ventures. Don’t buy a business. Don’t get a job. Get smart. Use Joint Ventures.

Joint Venture Brokers leverage other peoples’ money, credit, reputation, resources and access. The money they earn is 100% profit. And they get all the tax breaks that any other business gets. They don’t sell time, they take no risks and they carry no overhead. They can live in a cardboard box and use a pay phone. They don’t have to sell anything. All they do is link people up

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
with businesses supplying the products or services they want and need, and get well paid for it – win/win/win/win. They have a JV Mindset and build bridges between supply and demand. Anyone can do this. Immigrants have the courage to leave their comfort zone, home and friends, security and support system. They are courageous. They richly deserve the rewarding world of Joint Ventures.

Joint Ventures for Moms

Working moms get home to start on their second, full-time job. While the husband (if there is one) collapses into his chair in front of the TV to relax with a beer after a hard day’s work, mom gets home to start catching up with the kids, washing, ironing, cooking, homework, clothes, stories, feeding… Women can do this – they multitask better and can handle more pain than men. They are also better communicators, more intuitive and less egocentric than men are. (This book is written by a man.) Also, women generally earn less than men in the workplace. Worry about the kids all day, miss their special events, get home and work even harder, feel guilty, sleep too little, and start all over again.

Then there are the women who work from home, usually earning less than they would in a regular job, or they work so hard from home that they might as well not even be there. Many of them have been caught and lost money in false promises, schemes and dreams that promised wealth and leisure, while in fact they have simply become self-employed salespeople for a makeup or vitamin company. What is the solution? Some feel the only way out is to “marry a rich man”, but those with brains know that’s not the answer either.

How can women work from home and earn the money they need to create financial well-being, with relatively little time, no risk, and all the benefits of owning a real, lucrative business? I’m not talking about buying a business – that’s risky and expensive and 87% of new business start-ups will fail. And I’m not talking about selling – most of us are not salespeople. I’m talking about turning mom into a Joint Venture Broker. That’s right. Mom’s multi-

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
tasking ability, her intuitiveness, her ability to communicate, and her motivation to stay home and raise her kids (instead of sending them to some weirdo daycare or, worse still, the public school system), amply qualify her to be a very successful JV Broker.

How do I know that? I have been a Joint Venture Broker for 20 years and I have taught many others to become JV Brokers. All you need is the training, support, and motivation. You already have the motivation, and we can provide all the training and support you need.

Anyone, regardless of his or her background, age, experience, education, or circumstances, can use JV’s to create financial freedom, with no cost or risk. It takes some time initially, to practice and learn, but once you understand the process, it takes very little time. You can earn thousands with one simple phone call. No selling – you get paid for helping people and giving stuff away. Joint Venture Brokers earn money from multiple sources of passive income. They have no geographical restrictions and don’t need products, services, or even a business to make money. They can work from home with a phone, and do even more if they have internet access. No meetings, no inventory, no commuting, no dressing up, no boss.

If you’re a working mom, would you like to be home with your kids? Not all moms do, I know that. But would you prefer being at home, watching your kids grow up, helping them, guiding them, enjoying, sharing, loving, supporting, teaching and raising them, to being at work? Would you like to work from home, spending a little flexi-time, and earn much more than you do in your job? Kids grow up so fast and time lost with them is lost forever. Do you really want strangers raising your kids? Or, worse still, nobody looking after them? How badly do you want to work from home, making serious money?

Whether you’re the CEO of a company or a waitress or a cleaner or a

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
secretary, a salesperson or a pole dancer, this is for anyone who wants to come home to her kids. **At the end of this book you will find resources specifically aimed at moms who’d like to learn about Joint Ventures through my “Mom Comes Home” campaign.**

**Joint Ventures for Coaches and Consultants**

Many coaches and consultants experience the "feast or famine, chicken or feathers" ups and downs in income – they're either out there selling, or they're delivering. This results in a yo-yo income. They have to deal with busy times and quiet times and increasing competition and because they're selling time they have limited income earning capacity. Many clients regard the consulting or coaching service as a luxury that can be terminated as soon as cash flows get tight. In addition, the popular perception of coaches and consultants leaves a lot to be desired, which is quite understandable, given the fact that many who use this label are about as valuable as a rotten peach on a busy sidewalk.

**How do I know this?** I was a consultant for 18 years. And I’ve specialized in Joint Ventures for small and medium businesses for 20 years. The solution to increasing your coaching or consulting business as well as income from other sources, while at the same time differentiating yourself from the herd, is Joint Ventures. It's a great fit and a great complement to any coach or consultant's business. Use your insight and communication skills to create lucrative JV’s. Have the money and the time to enjoy it, as well as the luxury not to rely on your income from consulting or coaching. This is exactly what I did. I no longer sell my time as a consultant, but this information has worked for me for 20 years and it will work for you.

First, understand that you do not have a 100% profit margin, which you do have from Joint Ventures. Second, know that you cannot possibly be all things to all men. Third is the hardest – getting rid of that giant ego. I think ego is the enemy of coaches and consultants. Business is not about sales or being well known – it’s about bottom line, after tax **profit**. You have the

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting **www.LifeIsAJointVenture.com**
ability to cut through the BS and guide and direct people. You can gain their trust. You are a good communicator and you have an understanding of business and human nature. These are very powerful skills and tools in the hands of a Joint Venture Broker.

If my doctor called me and informed me that he had a great deal on heart bypasses, I would get worried. Instead, he examines me and points me in the direction of a solution or relief. That’s real business. “Find a need and meet it.” In a room of 20 “business networking” people, not everyone wants a coach. But they all have needs, hopes and dreams. If you’re there to make money by helping people, why not simply link these people, be they clients or prospects, with the solution to their needs and get paid for it? When they want a new car, why try to sell them coaching? When someone has told you they want to buy a house, instead of trying to sell them consulting why not introduce them to a good realtor and get paid 20 – 50% of her commission? Easy money, no time, no risk, 100% margin. Think about it.

Business consultants can make a lot more from triangulating JV deals than selling their time. Become a tollgate – something like Bill Gates. Create solutions that pay you well. Leverage other peoples’ time, resources, money and access. Something like Ari Onassis. Think about that!

Can Realtors Use Joint Ventures?

When Rika and I sold houses years ago we did well because we used Joint Ventures. The first house I sold, I hadn’t even seen before. Worse still, I had never even read the contract. I got the buyer to help me understand the contract! I got the buyer to help me understand the contract! We sold a lot. How?

How can hard working realtors differentiate themselves in a very competitive market, dramatically increase sales and create multiple, additional streams of residual income at the same time?

First, we used simple Joint Ventures to access the right demographic. You

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
don’t need the access to people as long as someone else has it. We piggybacked our marketing on existing distribution and used host beneficiary relationships. Then we used massive added value to differentiate ourselves, again leveraging other peoples’ resources at no cost or risk to ourselves. You don’t need to own a cow in order to get milk. And you can get the milk at no cost, if you know how to offer real and compelling reciprocal value. Most importantly, we never “sold” – we solved the buyer’s problems. And we had no shortage of inventory because we worked with our “competitors”. Only the egotistical, vain and stupid are afraid of their “competition”. And I didn’t use a 15 year old photograph of myself on a business card or the back of a bus. We were real people. Slick is scary.

We branded ourselves effectively, again using JV’s, so that we weren’t some unknown quantity. We were known and respected by leveraging relationships and exposure. So trust was never an issue for our prospects. Best of all, we created multiple streams of income, a serious back-end that far exceeded the commissions we earned. Fifteen businesses partnered with us to meet the needs of our clients and even those who didn’t buy houses from us.

The Joint Venture Mindset is far removed from the “self-employed salesperson” we see so much of today. Again, it’s based on Zig Ziglar’s premise, “You can get anything you want out of life, if you’re prepared to help enough other people to get what they want.” It takes a bit of getting used to. Knowing about something and actually using and understanding it are worlds apart. But, once you start using it, everything changes including, I’m pleased to inform you, your bottom line. This applies to any business or profession. You don’t have to try hard to persuade a starving man to eat.

**Cash Flow for Real Estate Investors**

There are a lot of real estate investors around. Many of them are doing well by taking advantage of the soaring property prices and the equity that affords them. Those who are good at what they do are making good money. What is

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
their biggest challenge, I wanted to know?

**Cash flow.** While all the deals and purchases are happening and capital is tied up and things happen in the normal world of the real estate investors, they sometimes have cash flow challenges. And the fastest and best way to get around that is to use Joint Ventures. Because JV's allow us to earn 100% profit on other peoples' businesses, using other peoples' resources and time. You can leverage your relationships and client base and create very lucrative back-end income relatively easily, once you understand that all your income doesn't have to come from real estate.

Joint Ventures allow us the luxury of creating cash flow with no money or risk and very little time. But we have to "think outside the box" and have an inclusive mindset. That means you move beyond the realm of real estate and seek to meet other needs, while at the same time being well paid for doing so. The people who invest in real estate have other needs, too – they buy all sorts of other products and services. Why not insert yourself into that cash flow loop and become a tollgate on the bridge of that financial transaction as well?

**No Accidental Business!**

Sociologists put 100 people in a room for fifteen minutes. They secretly instructed two of those people to say only negative things, and the other 98 to say only positive things. Guess how long it took the two negative people to find each other and talk? Fifteen minutes! Like attracts like.

Some entrepreneurs love to blame their bad financial circumstances on others. But when things are good they’re quick to take credit for it. That doesn’t make sense. Two entrepreneurs in exactly the same city, same market, selling the same products for the same price: one makes a fortune while the other one goes bankrupt. And the loser tells you it’s the fault of the government, the weather, the market, the competition. And when you ask him how he explains his competitor’s success, what does he say? He accuses
him of dishonesty, greed and underhandedness. The tall trees catch the wind.

Everything we have is what we have created. Nothing comes to you – everything comes through you. You create your success and your failure. Naming, blaming, complaining and shaming is loser behavior. It’s not where you are, my friend, it’s who you are. We attract what we are. Our minds are magnets. “If it’s to be, it’s up to me.” It’s all about taking responsibility. We get back what we send out. At a seminar I presented last week in Ottawa I told the audience, “The only people in this audience who will get restless, indignant and uncomfortable when I use the word ‘loser’ are the losers!”

Business success or failure is no accident – it’s simply a result – a consequence. We reap what we sow. People who are always telling me they’re afraid of getting ripped off or unconsciously attracting shysters. They get what they expect. They create their circumstances just as surely as if they were baking a cake. Earl Shoaf said, “Let’s not be reflectors of ideas like a moon – let’s be creators of ideas like the sun!” Let’s take control of our thoughts and our attitudes. Let’s focus on solutions instead of problems. Let’s set high goals and mix with winners. Don’t think of lack and shortage; think of abundance and prosperity. “I am an unstoppable money magnet.”

Farmers who reap great crops sowed good seeds and carefully nurtured them. The same goes for entrepreneurs. When people say of you, “Everything he touches turns to gold”, it’s because you are causing good results. It’s no by chance that you succeed – it’s by choice! Let’s take charge, take responsibility and take the prize!

Those Who Use Joint Ventures Win

Big business understands the leverage and reach available through Joint Ventures. H&R Block and 7-Eleven signed a three-year agreement that enables Block customers to cash refund loan checks at 1,100 7-Eleven stores in the United States. Don’t create a competency or distribution channel –
borrow one! Share the love!

Online dating is growing in popularity. And people who meet online typically like to meet for the first time in a coffee house like Starbucks. Armed with that data, Starbucks teamed with Yahoo! Personals to produce an "Espresso Dating Guide". The guide offers advice such as what to wear on a first date, what to talk about and, if necessary, how to end the date gracefully. Starbucks is running a print ad campaign to support the online site.

The ego-driven “Lone Ranger” mentality of the typical small to medium business owner is expensive and risky. Big business has been using Joint Ventures for a long time because they have the ability to be objective, bottom line-oriented and unthreatened. Now it’s time for small and medium businesses to benefit as well. After the Joint Venture Broker Bootcamp I presented in Toronto on Sunday one of the delegates, the owner of a well-known eatery on Bloor Street, reacted fast and immediately started arranging Joint Ventures that will bring him serious profit with very little risk and negligible cost.

The good news is that you don’t even need a business to benefit financially from brokering Joint Ventures. It’s just a matter of seeing the opportunities, much like the stereogram analogy. At first, a stereogram looks like a nonsensical arrangement of patterns, but when you look long enough, a 3D picture magically emerges. Joint Venture Brokers simply link supply and demand and take a piece of the ongoing action. There is literally no end to the opportunities available and the potential income, especially since it’s all 100% profit to the Broker.

When I hear of a person who has a good relationship with a large number of other people, I see massive opportunity. By providing all those people with what they want, value is created. We get paid in direct proportion to the value we provide. The more people you help, the more money you can make. Linking 1,000 people with solutions and being paid on every

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
transaction is great, especially when you don’t have to provide the services or carry the inventory – you simply link A and B and become a little tollgate. You stand on the money bridge and collect. No cost or risk to you, and very little time.

You Can Create Time and Money Freedom

You want to be free to do what you like, when you like, right? You want to be free to go where you wish, when you wish, and to be able to afford to buy what you want. Ayn Rand said, “Freedom is to ask for nothing, to expect nothing and to depend on nothing.” Sounds good to me. But, to many people this just seems like an impossible dream.

In fact, you can create this freedom in your own life to a large extent. It won’t happen overnight, but it can happen. You can consciously and systematically create this free lifestyle. I have. And you can, too. This is a technology, not some “pie in the sky” scheme. It’s proven and it works. Here is a simple plan to create freedom in your life – more than enough time and money and independence for you.

We should remember that Robert Kiyosaki, in his “Rich Dad, Poor Dad” book, told us that you don’t need millions in the bank to retire. What you do

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
need is to have more passive income coming in than you need to live comfortably on. That’s not what some “financial planners” will tell you; they want to sell you lots of risky stocks and bonds and they tell you that you need millions in the bank. So, if you need $5,000 a month to live on and your income exceeds that, plus you have a little financial cushion stashed away for unexpected costs, you’re looking good!

And we all know that it’s better, by far, to have multiple streams of income than just one. That way, we reduce our risk, don’t we? Not all your eggs in one basket. Have many baskets, so you can afford to drop some and still survive. Spread the risk. That way you don’t lie awake at night worrying about losing your income because of a crash in the stock market, a grumpy boss or a dishonest business associate.

So, step by step, this is what we need to create time and money freedom and peace of mind, and all the quality of life that brings with it:

**Reduce and remove debts and overhead.** Most people buy things they don’t need and can’t afford, with money they don’t have, to impress people they don’t like. We need to reduce our monthly expenses and cut away the fat. Do you really need two cars and all the flash? The less you need to live on every month, the easier it is to get free. Take a good, hard look at your expenses and lifestyle. Do your things own you? Remove unnecessary costs and especially regular costs from your life.

**Make sure you are properly insured against lawsuits and unexpected loss.** Get many quotes and be very careful which salesperson you talk with. Remember, the salesperson wants as much commission as he can get out of you. A healthy dose of skepticism is a good thing here. When I was offered dental insurance and I looked at my benefits and costs, I decided to do without. It has saved me thousands of dollars. Read the small print – insurance companies really don’t want to pay you.

**Incorporate your business for protection and definitely have a business**
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com

– the tax breaks are excellent, especially if you’re a Joint Venture Broker as there are many more deductibles, including trips, entertainment and the like.

Visit your bank manager and the competition bank manager and an accountant. Look at refinancing and reorganizing your debts, line of credit, credit cards and mortgage – this exercise alone can save you a fortune and radically reduce your monthly costs.

Simplify your life as much as possible. What can be cut out? What is working, and what is not working? Are you attending a club or group out of habit, but not really getting any benefit anymore? And it’s costing you money? How much time and money will you save by leaving?

Educate yourself. Read Robert Kiyosaki’s books. Read Ayn Rand’s “Atlas Shrugged”. Read “Think and Grow Rich” – again. Attend courses. Don’t go out and spend a fortune on schemes and dreams and “get rich quick” scams. Be very careful. Attend free seminars but don’t buy stuff when the speaker turns into a used car salesman at the end and the mindless herd goes scurrying to the back of the room to buy his overpriced products. Sleep on it first. Don’t get emotionally whipped up. The more you learn, the more you earn. Understand money and debt. We don’t have money problems – we have thinking problems.

Align yourself with winners, not whiners. If we mix with people who are richer, wiser and more successful than we are, we will earn more as we learn more. Be open-minded and get that ego out of the way. People who are free can teach you how to be free. You don’t learn by talking – you learn by listening and then applying the new information.

In everything, maintain the Joint Venture Broker Mindset: “No money, no risk, very little time.” You don’t have to pay for things when you understand Joint Ventures. You can trade, barter and JV.

Become a Joint Venture Broker and create multiple streams of increasing,
passive income. Maximum potential, unlimited opportunities, no geographic limitations, no industry limitations. Anyone can do it, regardless of education, age or background. All you need is access to a telephone. If you have internet access, even better. Work from home, a car, a beach, a forest, a hotel, an airport, or a wheelbarrow if you like. And you don’t have to go out and buy a business, sell stuff, sign leases, employ people or buy inventory. You can use existing resources – **everything you need is available through other people and other businesses.**

**People on Purpose**

“Many people have a wrong idea of what constitutes true happiness. It is not attained through self-gratification, but through fidelity to a worthy purpose.” – Helen Keller

**Purpose**

Do you know this person? He rises without hitting the snooze button. She works without complaining. He works longer and harder than anyone else. He always delivers on time. She gets there before anyone else. He cares little about the opinions of others. She consistently raises her own standards and expectations. He is not cowed or frightened by his circumstances – he is in control of his environment and his mind. If you know such a person, they are living on purpose. They have a magnificent obsession.

Paulo Coelho said, “But there is suffering in life, and there are defeats. No one can avoid them. But it’s better to lose some of the battles in the struggles for your dreams than to be defeated without ever knowing what you’re fighting for.” People with a very specific and definite purpose are not easily fazed or thrown off course. They are utterly reliable and focused. They do not make excuses. Their lives are meaningful. They **know who they are and they don’t need anyone else’s permission, endorsement or acknowledgement – only their own.**

Thomas Paine said, “The harder the conflict, the more glorious the triumph.”

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
What we obtain too cheap, we esteem too lightly; it is dearness only that gives everything its value. I love the man that can smile in trouble, that can gather strength from distress and grow brave by reflection. 'Tis the business of little minds to shrink; but he whose heart is firm, and whose conscience approves his conduct, will pursue his principles unto death.” He knew whereof he spoke. Purpose driven people pay the price of success gladly. They are warriors.

Unstoppable people are Eagles – they have goals and objectives and they are self-reliant. They concur with Ayn Rand’s definition of freedom: “To ask for nothing, to expect nothing, to depend on nothing.” And freedom is usually their highest value. They enjoy strong self-esteem and confidently pioneer new frontiers, never doubting their own ability. They don’t know how to turn tail, quit or compromise. It’s foreign to them. Eagles expect to win.

Someone without a purpose will know unprecedented peace, power and profit when they discover their own magnificent obsession and give themselves permission to win at all costs. They are strengthened by detours, obstructions and the mindless, seething masses. They see beyond the ordinary. They rise majestically above the quicksand of collectivism and compromise.

Do you see this person in the mirror every morning? You can, you know.

What is Your ML?

A new Member from New York, Ben, joined our DollarMakers Joint Venture Forum the other day. He was all over it like white on rice, calling me, emailing me, getting involved. He was on the first Members-only conference call that came up. He insisted on learning as much as he could, as fast as he could. He bought extra material. He was like a sponge. Nothing was too much trouble for him. Eager, excited, open. High ML.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
I gave a talk in Richmond, BC to a large number of people who came out on a dark, wet and stormy night to hear how they could change their lives, using Joint Ventures. At the end of my 90 minute presentation, a woman told me that she would attend my one day Joint Venture Bootcamp if I held it in Abbotsford, an hour away from where we were. I told her I didn’t think she should even consider attending my Bootcamp. If one hour of travel (or even three) was going to be a problem for her, everything will be a problem for her. If her level of commitment and belief was so low, she would drain the passion of the Bootcamp delegates. Her ML was disastrously low.

What is your “ML”? It’s your Motivation Level. One means, “I don’t care – give me another cigarette and leave me be.” Ten means, “I will walk naked over broken glass with my hair on fire and an angry puff adder on my shoulder – whatever it takes.” It’s the passion meter. It’s “how badly do you want to win?” Die trying or give up after the first round and go get another beer? Your level of motivation will ultimately determine what you achieve in every single endeavor. You either believe you’re unstoppable or you’re easy to stop. You either think like Mohammad Ali or taking you down will be easy.

Years ago, I was on a trip where I had to do a presentation the following morning at a massive hair show. A friend and client of mine, Gary, was one of the hairdressers there. He had huge financial and marriage troubles at the time and a hangover to beat the band, but I could hear him right through the hotel room wall (this was a brick wall, not the usual cardboard) signing James Brown’s hit song, “I Feel Good” on the top of his voice, psyching himself up for his presentation. Gary took control of his life and his emotions and managed his ML. He was truly unstoppable. He didn’t let his feelings or his circumstances get in the way of his choices.

Here’s the thing – when you spend time with people like Gary and Ben, what does that do for your ML? I know it helps mine. Let’s boost that ML through the roof – today really is the first day of the rest of your life!

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Are You Monkey-like?

Psychologists put four monkeys into a cage. In the cage they erected a pole with a platform on top of it. They put a huge bunch of tantalizing, ripe, yellow bananas on the platform. Soon the monkeys smelt the bananas and eagerly started to climb nimbly up the pole to get at them. Immediately, the psychologists started squirting the monkeys with strong jets of icy cold water from fire hoses. They did this every time the monkeys tried to get to the bananas, and naturally, soon the monkeys gave up trying. They sat around getting hungry. Then the psychologists removed one of the monkeys and replaced him with a new monkey who had never experienced the wrath of the fire hoses. Soon the enticing aroma of bananas assailed his nostrils and he started climbing up the pole towards them.

What do you think the other furry fellows did? That’s right, they grabbed the newcomer and pulled him down from the pole, preventing him from getting at the bananas. At this point no fire hoses were used. Well, they removed another monkey and brought in another new one. Now even the monkey who had never been squirted by the fire hoses joined in to stop the latest addition from climbing up the pole! One by one they removed the monkeys and replaced them with new monkeys, each of which was stopped from climbing the pole by the other monkeys, all of which, eventually, had never even been squirted with water!

That’s how belief systems and rumors work. We start to believe the myths and urban legends. We become the victims of the limiting beliefs of others and accept those lies as our own, and then we, in turn, impose them on others, believing that we are helping them!

You’ve heard the story of the woman who regularly cut off the ends of a
ham before putting it into the oven, haven’t you? Well, eventually her husband asked why she cut the ends off and she said she was taught to do so by her mother, who was a great cook. The husband asked his mother-in-law why she taught her daughter to cut the ends off hams. She didn’t know – her mother had taught her to do so. Eventually, the husband found out that the grandmother’s oven was too small – that’s why the ends had to be cut off. And even though his wife’s oven was quite spacious enough to accommodate three hams, she continued to cut the ends off.

**Perception is reality.** We tend to make the reality of others our own. We say we want to learn from their mistakes, but we often learn to limit ourselves with their false restrictions. We allow fear instead of faith to guide us. Ducks fly in flocks and stay close to the ground. Eagles fly alone and high. Eagles don’t fly around with ducks, or they might start quacking before too long. When the mob runs south, Eagles stroll northwards.

Small elephants are tied up with a strong chain until they realize they can’t escape. When they’re grown, a thin rope that they could snap very easily will enslave them to the extent that they have starved to death and burnt to death because they believed a meager rope was a powerful chain. What is your rope? What beliefs do we have that are preventing us from happiness, health and hilarity? Are we monkeys or monarchs? Minions or miracle workers? Let’s dare to dream. Easy is not an option. Quitting is also not an option. **Let’s have goals that are bigger than our fears.**

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Everything is Possible

One of my wise mentors told me about the time he needed the advice and assistance of a well-known business expert. This expert charged very high fees and produced amazing results.

He was well known and very busy. My mentor was convinced that he could never afford the fees required; however he is a highly motivated and courageous entrepreneur, so he approached the business expert with the following proposal, which I think may be of value to you, should you wish to use it.

“I can’t afford your consulting fee, but I have a way to pay you even more. I have a solid business and, in return for your consulting, connection to your contacts and training of my salespeople and employees, I will happily pay you a generous percentage of my increased profits. I will pay you every single week, and my books will be open to you. You can spend as much or as little time as you like working on my business, as I am paying only for results. It is easy to track sales and results in my business so you are not at risk. Yes or no?”

Well, the business expert took a good look at the business, made a few adjustments to the tracking process and then accepted my mentor’s proposal. Sales skyrocketed and both my mentor and the expert made serious money. Eventually, the business expert accepted shares in the business. Remember: everything is for sale. Everyone has his or her price. Everything is negotiable. It’s not always about money. The best words to use are, “What will it take?” And, it’s easier than you think. If you don’t ask, you won’t get. I once heard of a man who owned a car dealership, who gave a business guru a car in return for his services!

When next you tell yourself that you can’t afford something, think again. There is always a way when you think out of the box. We don’t have money problems – we have thinking problems.
Cheapskates

Penny pinchers, churls, moneygrubbers, niggards, pikers, pinch fists, scrimp – I hate them. They have a scarcity mentality and they nickel and dime everyone. I don’t spend any time with them. Frugality is good, but being cheap is not smart when you want to create abundance, friends and happiness. One of the things I have learnt is that I should spend money where appropriate. Don’t take someone to a fast food joint to close a big deal. And don’t spend a fortune on things that show no ROI (return on investment). But the biggest lesson I learnt is not to do business with tightwads.

Penny pinchers want everything for nothing, and they always want discounts.

Here’s what you should know about discounts:
Assume you’re selling a product or a service for $200 and your costs total $150. That means your profit is 25% or $50. Did you know that if you give some scrooge a 20% discount, you cut your profits by a massive 80%? And, if you really believe in your product or service, increase your price by only 20% – that means an 80% increase in products!

Also, when you discount your product or service, what you’re really saying is, “I overcharged you and tried to take advantage of you, but you saw through me, and now you’re paying what it’s truly worth.” Never discount. Morton Wilder said, “Money is like manure; it's not worth a thing unless it's spread around encouraging young things to grow.”

Instead of discounting, how about adding value? Using Joint Ventures you can easily double the value at no cost or risk to you, and create additional income for yourself at 100% margin! Use other peoples’ resources to create unprecedented value and astonishingly exciting deals, which in turn offer you the opportunity to increase your prices. And remember, a price increase

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
goes straight to your bottom line and nowhere else. This will differentiate you from your skinflint competitors who give the absolute minimum, don’t you think? When value is perceived, price is forgotten. That’s why people pay $30,000 for a watch that does the same job as a $15 timepiece bought at the airport. I recently paid $250 to service my Rado and add a new winder. I could have bought 15 watches for that price… It’s all about perceived value.

Finally, have you heard about the man who bought his dear wife a lovely ring with a cubic zirconium in it and told her it was a diamond? Well, she went to have it cleaned one day and was shocked to find out that, like her husband, it was a fake. When you’re cheap, you are simply telling the world about your feeble self-esteem. When you short change your customers, you do the same. Be generous, go for quality goods, quality service and quality people, sow good seed and reap your just reward.

**Press On!**

All plants need nurturing: sun, water, food, good ground. As does the Chinese bamboo tree. But in the first, second and third years, there is no sign of any progress. Even in the fourth year, the gardener sees no growth above the ground. He probably thinks the thing is dead and that he has wasted all these years. Then, suddenly, in the fifth year, the bamboo starts growing like crazy – 80 feet in only six weeks!

Winners work and losers shirk. Winners understand that they will achieve what they believe and they are prepared to pay the price of success. Losers will suggest you “slow down, take it easy, have a break and don’t push yourself too hard.” Winners will encourage you and push you to achieve more: “Is that all you’ve got? Are you giving up already? You can do better than that!”

So when you’re working hard, believing in your dreams and not seeing the results quite as soon as you expected to, don’t quit. Remember the bamboo. And here’s an emergency prescription that you can take when you’re feeling

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
weak, tired, despondent and ready to throw in the old towel:

1. Call four of the most motivated, driven, ambitious and positive people you know.
2. Read from inspiring books and biographies – authors like Ayn Rand, Napoleon Hill and Tony Robbins.
4. Review your goals and results and reject and replace nonperforming people and activities.

The patient gardener keeps his eyes on his goal, redoubles his efforts, focuses on the positive and guards his mind against pessimism. He knows that “Whatever the mind of man can conceive and believe, it can achieve”. Hold the wheel through the storm - you will soon reach Treasure Island. Let us remember the bamboo plant and fight on like the true warrior Eagles we are.

Reciprocity in Joint Ventures

I know many people who offer financial planning and insurance products and services. And there is only one of them to whom I would refer business or Joint Venture with at this point in time. How did he differentiate himself from all the rest? Is it his vast experience? No – he’s actually quite new in the field. Is it is great success? No – he’s new. Is it because of his qualifications or smart brochures or luxury offices? No. It’s because he has given me a REASON to want to send him business and work with him!

The best and most effective way to induce, persuade and ethically bribe people to mention your name, work with you and refer loads of business to you and the ideal way to differentiate yourself in the market and create top-of-mind awareness, is to create unprecedented, massive reciprocity. Read the last sentence again - it could change your life. Joint Ventures are
based on reciprocity. It’s very simple. If you are good and kind to me, if you are sincerely interested in helping me achieve my goals and you consistently create value for me, if you go out of your way to assist me and support me, it’s human nature that I will want to find a way to reciprocate.

Let’s look at how this particular financial services individual put himself solidly into my good books and how he has caused me to write this article, which will be read by thousands of people in this book, at no cost to him.

His name, by the way, is Wilson Poon. Wilson joined the DollarMakers Joint Venture Forum and attended our Joint Venture Broker Bootcamp. Every time he attends any event that I speak at or any Members meeting I receive a “thank you” email immediately. Out of hundreds of people, Wilson Poon is usually the only one that does so! It costs him nothing to send that email. He started a Mastermind group with some of the other Members and did exceptional work setting it up simply to create added value for those Members. He is consistently friendly, he’s a good listener, he pays compliments and his humility is built on a firm foundation of great intelligence and integrity. So he creates reciprocity and it pays off.

Using Joint Ventures, you can take this to the next level by offering literally thousands of dollars of real, added value to your products and services, at absolutely no cost to you, using coupons, gift certificates and trade. But always remember one thing: human nature doesn’t change. What goes around, comes around. You reap what you sow. And because 99% of business owners don’t understand the leverage available to them through Joint Ventures, you can leave your competition bewildered and choking in the dust, while you grow your bottom line exponentially with no money and no risk.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Freedom

Whiplash the Cowboy Monkey is an international star and a true cowboy. He is an 18 year old capuchin monkey and he is one of the biggest little monkeys in the world. Whiplash has been riding dogs since he was two years old. He travels the United States herding up wild Barbados sheep at rodeos and special events. His riding ability is unmatched and his herding skills unchallenged but Whiplash never misses a chance to show his monkey heritage; as he rides the border collie dog he will pull the saddle from side to side and even hang off to one side mimicking an Indian hideaway.

Recently on the Discovery Channel I saw the sad story of an English couple who had kept their capuchin monkey pet in a tiny cage in their small apartment for 16 years. Now these two monkeys didn’t have much choice in the course of their lives, but we do. We can build ourselves little cages and shy away from adventure, hiding our light under a bushel, as it were, or we can seek to expand our minds and our lives and create value for millions through our contribution. Sam Walton could have chosen to operate small variety stores, but instead he created Wal-Mart and promoted capitalism and privatization.

Any time we rely on something or somebody, we lose freedom. Anything or anybody that we believe we need controls us. We can grow as big as our dreams or stay as small as our fears. We can respond and react, borrow and beg, or we can develop, control, produce and create. We have that choice.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
You can be the boss or the employee, the slave or the master. But the starting point is to become the master of your own mind, and to realize that everything you have and everything you are is essentially your own creation.

The great news is that it’s never too late to change. We are always faced with two choices: we can advance or retreat. We can get bigger and stronger by embracing new opportunities and developments or we can shrink from the challenges we face. Have a look at faces of the people carrying placards to prevent a Wal-Mart store from opening. Do these collectivists look happy, successful, inspired and creative, or are they simply bitter and confused puppets of the local shop keepers? You tell me. When a Wal-Mart opens, these are the same people who buy there!

Freedom is the ability to choose your own destiny and reaction to life, to accept that you are the captain of your own ship and that you do not have to accept the limitations or others. Eagles are free – they are not affected by what others say, do or think. Individualists and creators do not take the lead from second handers and cult members. They love Robert Frost’s “Two roads diverged in a yellow wood... and I took the one less traveled by, and that has made all the difference.” Break free. Insist on your freedom. Have fun. Create a lifestyle and a business that promotes your freedom to create, produce and make your own decisions. Like Whiplash, don’t be a sheep – be a herder instead.

How CAN We?

When an attorney, J. Jamail, was asked to represent Penzoil in court in the late 1980s, he agreed to barter his services for a percentage of the award if he won the case instead of charging an hourly fee. He won the case against Texaco and when Penzoil was awarded $3 billion, Jamail earned about $420 million.

When we believe in ourselves and our abilities and we think about how we can accomplish something, instead of why we can’t, we realize that we
don’t have money problems; we have thinking problems. Every resource your business needs is already available to you through someone else, be it legal services, space, advertising, labor, distribution, access, reputation, membership or skills. There is no shortage – there is only abundance. I use a simple illustration in my seminars: I ask the audience to imagine a huge barrel of stinking garbage and rotting meat. I tell them there’s a million dollars at the bottom of the barrel and ask how many would dive into the barrel and climb under the rotting mess to get the money.

My point is this: if you believe the money is there, you will climb into the putrid garbage and duck underneath it and search until you find the prize. But if you don’t believe it’s there you won’t even try. You won’t pay the price if you don’t believe the award exists. J. Jamail believed in himself, his skills and his client. He was confident and courageous. He created his success. There is a solution for every challenge and that solution is available through another person or business. Joint Ventures enable us to access everything we need and want and, if we do it right, we can do it with no money or risk. We simply have to have the right mindset.

The reason why most people fail in business, in my opinion, is that
1. They try to do everything themselves and
2. They give up too easily. They very soon forget the million dollars at the bottom of the barrel and focus instead on the long hours, frustration, stink and work. A savvy Joint Venture Broker might simply find someone with a long stick and agree to pay him a percentage of the prize for fishing the money out of the barrel, while he goes on to look for more opportunities, much like Penzoil did with Mr. Jamail.

It’s not “IF I can do it”, but rather “HOW can I do it.” IF stands for Instant Failure. Paul J. Meyer encouraged us to “Enter every activity without giving mental recognition to the possibility of defeat.” He told us, “Crystallize your goals. Make a plan for achieving them and set yourself a deadline. Then, with supreme confidence, determination and disregard for obstacles and other people's criticisms, carry out your plan.” Now that’s

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
what I’m talking about! That’s the attitude that will attract winners to you. And, by working together with optimists and achievers, we can accomplish amazing things.

**How to Convert a Non-Paying Referral to a Paid Referral**

One of the questions that comes up in every talk, seminar or Bootcamp I deliver, is the following: “I have been feeding people business and leads for ages and I never got paid. How do I change that now without offending and alienating these people who are my friends?” It’s a good question. First of all, as a decent, self-respecting capitalist and business person, you should get paid. And secondly, we don’t want to distance our business associates.

For years you’ve been sending and referring business to people that has been worth perhaps tens or even hundreds of thousands of dollars to them. Now you realize you have left a lot of money on the table unnecessarily. Here’s the best way I have found to turn this situation around with tact and finesse. It works well. First, you identify the people to whom you want to continue sending business on the understanding that you will be fairly and adequately compensated for it. Then, you do some research homework (usually with their competition) to find out what their profit margins are so that your expectations are reasonable regarding the commissions you expect. These commissions could be once-off or an upfront payment with ongoing residual payments on all ensuing sales.

Once you are comfortable with the commissions you expect from referrals in the future, you set up a meeting with the person to whom you wish to continue sending referred business. At the meeting, you have a simple script to follow that won’t upset the person. This is what you say, even if you have never received any referrals from this person: “You know, Bill, I have been having a good look at the Joint Venture opportunities in my business and I read something recently that really put me on the spot and I have to apologize to you. Up until now I never offered you any compensation for any business you refer to me. I realize now that that is not fair to you. We all
deserve to be paid for what we do of course, and it was not ethical of me to accept leads from people without offering to pay a fair and reasonable commission. So from now on I will pay you 20% (or whatever is right and generous for you) on any business you send me. And of course, you will do the same, right?"

At this point, if he refuses to pay you for future referrals, or if he offers you too little based on your research, don’t argue or fight. Simply agree and never send him business again. Instead, find someone else to refer your business to. Ascertain exactly how much he will pay you, how it will be determined, be specific, for example an exact percentage gross profit or net profit, will there be payments on all ongoing business or not, should he add taxes, at which point will he pay, will he pay weekly or monthly, etc. Confirm this in writing after the meeting. Also include what you will pay him!

This simple system can be worth a small fortune to you. Joint Ventures work!

There Comes a Time…..

Long ago I was traveling along a dark and deserted dirt road at midnight in the Northern Transvaal, South Africa. It was late, I was dog tired and I was taking some waiters from the hotel I worked in home. The road was wet and sloped the wrong way on a bend and my old Peugeot 404 rolled into a ditch. The waiters were thrown out of the car. I was upside down in the car, with my pinkie finger caught in the door. The door was lodged against the side of a ditch and I was trapped. Liquid was running down the windshield and over the electrics on the dashboard. I was convinced it was gasoline and that I was going to be barbequed in short order. I decided to shoot my finger off and searched the glove box for my .38 special revolver, but it was in the trunk. Eventually I got free and we walked until 4am to get to transport. Had I shot my finger off I would probably have bled to death, according to the doctor who sewed my finger up.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
It was a warm, sunny spring day in Vancouver. I went for a long walk along the Coquitlam river, enjoying the beautiful forest and river. Eventually, I was tired and decided to look for a place to cross. Although it was spring the water was icy cold and about knee deep, and wide. And it flowed strongly with slippery, big round stones on the river bed. The further I walked, the more I realized there wasn’t a place to cross. But I kept on walking, until I reached a solid obstruction that was impossible to pass. I had a decision to make – walk all the way back and go the long way around, or cross the river and explore the new area I was looking for. I crossed. It was icy but very invigorating.

Often in life we’re looking for something and we keep on looking, until we come to a crossroads. One gets tired of banging one’s head, or doors are closed, or we reach a point of decision. Sometimes, as in my stories above, we have no more options. We have to choose route A or route B. That decision will affect the rest of your life. This is a very valuable and important intersection in our lives. When I resigned from my job to start my business 20 years ago, my late friend Louis gave me one of Tony Robbins’ books and he had written on the inside cover, “Congratulations on your Independence Day!”

The best decision is usually not the easiest, safest or most popular. It’s usually hard and a bit risky. But the results are commensurate with your courage, integrity, passion and commitment. Choose the high way. Be brave. You only have one life. Be a hero for you. Not for others but for yourself. And your own self-respect and dignity.

Marketing – Fun and Toys

I was approached by a man who had unsuccessfully been trying to sell his franchises for four years. We looked at what the market really, really wanted and then doubled the price of the franchise and added a free trip for two to Disneyworld. I sold all the franchises in four months. When we added a free

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
television set for anyone who bought a house from us, my wife Rika and I sold more houses.

Why do they have conventions in Las Vegas instead of some unknown, small town? Because people want to play. They want an excuse to buy toys and have fun. Instead of thinking about what you want all the time, think about what your prospects want. Instead of hidden costs, try obvious perks. Trips, toys and trinkets are proven to work, especially when there’s a choice. People don’t want points or money or discounts as much as they want toys.

A man wants to buy a PDA. His wife says he should rather pay down some debt or buy a new refrigerator. He is then offered the opportunity to attend one of two seminars – one is for $800 and the other one costs $1500 but includes a “free” PDA. Guess which seminar he will attend. Some people need to justify toys and fun and when you give them the opportunity to do so, they’ll grab it.

Try adding a digital camera to your product or service and increase the cost of the product or service by the price of the camera, and see what happens. Give your customers an excuse to have fun.

“Belinda, I know sales are down and I need to clean the garage out, but you know I have to attend that sales convention in Vegas and the river rafting ‘team building’ will really help our sales.”

“Bob, I know the kids are sick and you’re busy, but you’re just going to have to play Mom for a week while I take my sales team down to Hawaii for our convention. I need to train them up to increase sales and the spa treatments will help us bond.”

Free gifts work really well. My friend buys a Mercedes from the same dealership every time because they always send his wife a huge bunch of

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
yellow roses. Get creative and think about giving people a great excuse to buy from you.

Get Free Advertising!

If you’re a business owner, you’re probably inundated with advertising offers and salespeople who want your money to advertise on billboards, radio and television, in newspapers and magazines. These salespeople promise massive exposure and hint at lucrative results and return on your investment. But you’re concerned about the risk. A lot of advertising simply won’t work for you.

The good news is that there is an alternative.

The advertisers have space available and it costs them very little. That’s why they’re trying to sell it. Here’s what I did. (I always talk with the decision maker, not the salesperson, who only wants a commission). I was approached by a well-known national business magazine to advertise my marketing seminars.

Robin: “Tell me honestly: for me to advertise in your magazine I will need to sign up at least 50 people per seminar, per city. Then I will make a profit and be able to pay for your adverts. I know you can’t guarantee anything, but, if you were me, would you go ahead with this advertising?”

Magazine: “Oh, yes, no question about it, Robin – I would write out a check right now.”

Robin: “What I’d like to do is to pay you double for this advertisement. You’re being honest with me, right?”

Magazine: “Of course, but why pay me double what I’m asking?”

Robin: “You place the adverts, people respond to you (so you have full

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
control) and you send me the replies. When they pay and sign up for the seminars, I will pay you $X per sign-up. That way, if I reach the target which you have assured me is a very reasonable expectation, you get paid double. When can we start?"

You will have worked out the numbers and calculated how much you could comfortably afford to pay them per sale. They assured you that they would take the advertising investment risk if they were you, so it is logical that they should take the risk themselves. After all, they do mean what they say, don’t they?

This is called **contingency advertising.** Pay for results, not promises. Remove the risk – let the advertiser take the risk. Naturally, not every advertiser will do this, but it’s a numbers game. Ask enough advertisers and you’ll get a few takers. I have done this numerous times. When the ads didn’t work I walked away with free exposure. When they did work we all did well.

**The Profit Power of Motivation**

When I attended a Dale Carnegie management course the trainer, Deon, told us a story I’ll never forget. He owned a successful jewelry store in a mall. After attending his first Dale Carnegie course, he decided to treat the security guards in the mall, whom he’d previously ignored, in a friendly and respectful manner. He started asking them about their families and greeting them. Suddenly they started arresting thieves in his shop for shoplifting. He called a meeting of the security guards and asked them what they thought had caused this rash of shoplifting.

To the best of my recall, this was their reply, as Deon conveyed it to me: “Sir, there has always been shoplifting and theft in your store. But you treated us so badly that we simply chose to ignore the thieves. Since you started treating us well and showing a genuine interest in us, we started catching the thieves.” Deon estimated that he had lost tens of thousands

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
of dollars over the years because of his uncaring and haughty attitude towards the security guards.

We tend to underestimate the tremendous untapped profit that can be released when we start to treat our employees well. I’m not talking about being soft or compromising our standards. I’m talking about being sincerely interested in their wellbeing, dreams and goals. Remembering their family members’ names and their birthdays is a good start. One simple exercise that works well for me is to have a piece of paper in my pocket where I jot down personal information about employees and file it for later reference. As a group exercise, we hang a paper card around their necks, on their backs, and have them each write a positive, uplifting, sincere and honest compliment about the person on the card on his or her back. At the end of the exercise, each person has a whole list of good things that other people think about them. I have known employees to keep these lists for years. Many people seldom receive specific, honest compliments. They dress as well as they can and nobody notices or remarks on it. They have their hair done, and no one says a thing. They work overtime and it’s taken for granted. Notice their contribution, reinforce good behavior and reap the rewards. And, if you really want to massively increase your sales, stop whining about your staff and attend the Dale Carnegie management course. It all starts with the owner of the business. That’s where the buck stops. And that’s you.

“Who Do You Think You Are?”

My son was in high school and it was raining hard. I told him that he could leave his bike at home and I would give him a lift instead. Parents were
supposed to drop their sons off at the gate at the bottom of a long and winding road that led up the prestigious old boys’ school, but since it was raining so hard I decided to drive him up, anyway. Along the way, we found our passage blocked by a teacher who was walking his dog up the road. He knew we were stuck behind him, but he purposefully meandered slowly along. I honked the horn loudly at him until he got out of the way.

Later that morning, I received a call from my son, telling me that this teacher had berated and humiliated him in front of the class, asking him, “Who does your father think he is?” I drove to the school and demanded to see the teacher. I was told that he was not available without an appointment. I told the secretary that she should tell the teacher that he had two choices; he could meet me in his office in exactly two minutes, or I would drag him out of his classroom. From my demeanor she realized that I was serious. I went and waited for him in his office.

Our one-sided conversation went something like this: “You want to know who I think I am, so I am going to tell you. I am a successful businessman who cares about my son. Now let me tell you who I think you are: you are a male teacher, in other words, a man amongst boys, and a boy amongst men. You can’t handle adults, so you prey on vulnerable kids. You will apologize to my son in front of the class within five minutes. If you do not, I will come back and beat you up. That is who I think I am.” (He did the right thing, not out of decency, I’m afraid, but fear – typical of a bully.)

We need to have a well-defined idea of who we are. Our self-image has to be accurate, crystal clear and positive. If you want others to believe in you, you have to believe in yourself. Confidence, courage, and clarity are essential. Standing up for yourself, your team and your loved ones reflects the way you esteem yourself.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
From Management to Leadership

We are all leaders - in our families, churches, temples, lodges, clubs, businesses and fraternal organizations.

Have you ever heard of a cult manager? Yet where have we ever seen more loyalty, commitment and blind obedience? No such thing as a religious manager. There’s a huge difference between management and leadership. “Semantics”, you say. When I went to hotel school I was taught how to be a hotel manager. I found that I had to become a leader in order to gain the loyalty and commitment of my staff.

When I first arrived to work as a manager in a hotel in Rhodesia, now Zimbabwe, the staff did the usual hotel staff things to test me. The cashier would mix up the cash register, and see if I could sort out the problem. The night chefs would stay home, and see if I could handle the kitchen at night and prepare the breakfast. I had to prove myself.

How does a manager cope with that, as opposed to a leader? I was called in to a meeting of my management peers and they told me to fire a certain functions manager. He was a rebel and no good, they said. Lazy. Obstinate. Get rid of him! His name was Oral, I’ll never forget. I watched him at work. His staff of waiters would set up the conferences and do all the work perfectly while he sat outside, smoking. I called Oral into my office and fired him. Then I said, “Oral, I’ve done what everyone here wanted me to do. I fired you. Now, I’m rehiring you on my terms. Here are my terms: you can sit outside and smoke all day. You never have to enter the hotel. As long as the job gets done to my satisfaction, I’m happy. If not, we will talk. How’s that?”

Oral beamed. He thanked me profusely. He was happy. He did a great job. I was happy. And one day he saved me from being badly beaten up. Oral, you see, was a natural leader. He understood leadership.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Suffice it to say that after a while I had a loyal following instead of an obedient staff.

A leader understands that she is leading personalities with value systems, goals, fears, hopes and dreams. She knows that she can get people to work 24/7/365 when she pushes the right buttons. I once worked for a hotel owner for nine months with one day off in all that time (the day my son was born). He was a true leader. Arthur Honey. He was Roger Bannister’s second when Bannister broke the 3 minute mile. He could inspire, motivate and encourage people. He never ran, raised his voice or panicked.

When I was 17 I was drafted into the army. I saw what leadership was and I saw what psychopaths did. The psychopathic, racist South African army officers got people to do things by force. They achieved very little. The true leaders in the army got a lot more done, without fear, manipulation or force. They got soldiers volunteering for things. When your people are motivated and have a vision and a goal, they will achieve their goals and your goals together. Without pay, if necessary. Financial rewards and incentives are not the most powerful there are.

Here are some questions we should be asking the people we intend to lead:
1. What is your greatest fear and your greatest dream? Why is that your fear? Why is that your dream?
2. If you had a million dollars and lots of time and energy, what would you be doing right now?
3. What feelings do you want to experience, and what feelings do you want to avoid in your life?
4. What’s the best book/movie you ever read/saw?
5. What are you most proud of about yourself? What is your greatest skill? What do you do best?
6. What are you weakest at?

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
7. If you could have any job, what would it be, and why?
8. What is your greatest worry?
9. How do you feel about…?
10. What would you change about this business/organization?

Ask open ended questions; draw them out. “Tell me more. What do you mean by that, exactly? Why do you say that? And? Yes?”

The true leader knows that she has to know a lot about the people she wants to lead. She has to empathize and care. Show them how to measure their progress. She has to be sure that she treats them fairly and that there is a consistency about the way she leads. Regularity, honesty and consistency are important. And there must be clear guidelines, consequences and reasons for what happens. Everyone must understand why they are to do what they do, what the outcome is supposed to be, the consequences for failing to do the right thing and the big picture. The vision, the overall strategy, should be understood by everyone concerned. “Leadership can be thought of as a capacity to define oneself to others in a way that clarifies and expands a vision of the future.” – Edwin H. Friedman

Most of all, each team member should know that by reaching the company or organization’s goals they will reach their personal goals as well. They should have a vested interest in the success of the venture. This is vitally important.

Mortimer Adler was quoted in “Time Magazine” in 1974 as saying, “In Aristotelian terms, the good leader must have ethos, pathos and logos. The ethos is his moral character, the source of his ability to persuade. The pathos is his ability to touch feelings, to move people emotionally. The logos is his ability to give reasons for an action, to move people intellectually.”

I hired my last secretary in a restaurant. She and her husband asked me for a job description. This was my answer: “Francesca, this is your job description. Whatever it takes, 24/7, total commitment and loyalty and total

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
honesty. Whatever it takes. I will be as committed to you, as you are to me. Take it or leave it. What salary do you want?” She wanted $2,000 per month. I knew that she would settle for $1,800. So I offered her $2,500. I got a fantastic secretary and a very supportive husband. She left when I emigrated.

Very few managers know how to lead. It’s never too late to change. Leaders are firm, flexible, value-driven and honest. They have magnificent obsessions, driving goals and clear action plans. Their followers feel loved, secure, cared for and lucky. “Blessed is the leader who seeks the best for those he serves.” Together, we can do amazing things.

Make it Happen

“Success is simply a matter of luck. Ask any failure.” – Earl Wilson

I think I can, I think I can …

I am constantly amazed at man’s immense capacity for self-deception, his ability to argue for his own limitations and the way in which he desperately seeks evidence to support his faith in his own imminent defeat. It’s called “pessimism, wrapped in cynicism, boiled in defeatism and covered with a thick sauce of hopelessness, served with a generous side of laziness.”

There are only two ways to approach life – positive and proactive or negative and reactive. I recently read this advice to school leavers: “Your school may have done away with winners and losers, but life has not. In some schools they have abolished failing grades and they’ll give you as many times as you want to get the right answer. This doesn’t bear the slightest resemblance to anything in real life!” Winners expect to win. They don’t accept defeat. They refuse to retreat. When losers fall down, they name, blame, complain and shame. When winners fall down, they bounce right back up again.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
I was horse riding with my son and daughter many years ago and my daughter fell off her horse. She hit the dirt very hard and I got a real fright. Without any hesitation and without my prompting, she got right back up on that horse and rode on. In a roller skating championship, she was the only one to fall, and again she got right back up as though nothing had happened, and skated forth. She was the only one to fall, yet she won first place! That is the sign of a true winner. My son started all over again with nothing in a brand new country with a young family and made a great success of his life. Winners don’t stay on the mat for long. They don’t say, “I think I can…” – they know they can.

Winners may fail, and they sometimes do, just like everyone else does, but they never lose. Winners demand the best of themselves. They set their own high standards. They are self-motivated, they believe in themselves and they create the reality they want. Readers will have one of two responses to this article. Winners will be inspired. Losers will send me nasty email. I have news for you. You can break the mirror, but you’ll still be ugly. Winning or losing is a matter of choice, not chance. We can change from winners to losers or vice versa any time, instantly. It’s never too late to soar with the Eagles.

“What Will It Take?”

This is a powerful question, and yet people seldom use it. It gives the person being asked the question the opportunity to “name their price”, as it were. This is very exciting because it gives you the opportunity to find out what that person really wants – their “Hot Button”, if you like, plus it is often relatively easy to get them what they want in order to grant whatever it is you’re requesting in return. Especially if you’re using Joint Ventures! This question also implies reciprocity – it is not selling or begging, but trading from a position of strength, insight, sensitivity and equality.

You can remove the guesswork from your transactions by using this
approach. For example, you might say, “Mr. Fawlty, I would like very much to enjoy the hospitality of your fishing lodge for a week with my wife in June. And I would like to trade you for the privilege. Now, in order to cut to the chase and avoid wasting your valuable time or offering you stuff that isn’t of interest to you, may I ask you, in exchange for that week at your lodge, what will it take? What are you looking for that I might be able to deliver to you that could be more valuable than a simple monetary transaction?”

You might be amazed at the response. Mr. Fawlty might respond that if you bring a party of six, he will only charge you for four people. Or he might be looking for a canoe that he can rent out to his guests, and you might just have access to one. Or he might want something that you can purchase with trade dollars. Perhaps he would be satisfied with advertising exposure that you could arrange through a Joint Venture. Be well prepared for the meeting and, having done your homework, be well armed with some juicy options, like the aforementioned advertising exposure, seats on seminars, consultations, gift certificates (“How about I give you $10,000 worth of gift certificates that you can offer your clients in order to increase loyalty, referrals and return business, Mr. Fawlty?”) and so on.

“You have not, because you ask not”, could also be “You have not, because you ask the wrong questions”. And because you have not done your due diligence to find out what it is that Mr. Fawlty really wants, as opposed to what you might imagine he needs. Is it more important, for example, for him to get more guests or to make more money from his existing guests? Is it an introduction to someone, a new supplier, or access to a database? Use this powerful question and you may be amazed at the responses you get. “What will it take?”

**Commitment**

Recently we held our DollarMakers Joint Venture Forum Members Only Convention. It was great fun. One of our speakers said, “What is
commitment? I’ll tell you. The people that showed up here are committed. Those who said they would, but didn’t, were never committed.” And she’s right. We’re all committed to something. Whatever we are most committed to will determine our choices and actions. People who attended the Convention made it their highest priority and committed to attending. And they got a massive return on that investment.

How valuable is your word to you? It’s as strong as your self-respect. When you let people down, it’s not a reflection on those whom you let down; it’s a reflection of your self-esteem. People who have high self-respect and value themselves will never lie, cheat or break their word. They honor their word because that’s honoring themselves. They will do whatever it takes to keep their word. They're not doing it for you - they're doing it for themselves. And they know that the result is always worth it. E. M. Gray told us, “The successful person has the habit of doing the things failures don't like to do. They don't like doing them either necessarily. But their disliking is subordinated to the strength of their purpose.” The pay-off for integrity is wonderful.

Why don’t some people commit to anything? They avoid making a decision or a commitment. They use the word try. They whimper, “I’ll try to make it. I’ll do my best.” What they’re really saying is, “I don’t have the guts to say Yes or No, so I’m setting you up with my weak excuses right now.” TRY = To Relive Yesterday’s Failures. Elbert Hubbard said, “To avoid criticism, do nothing, say nothing, be nothing.” True winners commit and keep their word. They will pay any price not to lose their honor. They are true warriors. They believe in themselves. You can absolutely rely on them to come through for you every single time. And they expect the same from you.

Is it hard to find winners who make and keep their commitments? You bet it is. When Malcolm S. Forbes said, “One worthwhile task carried to a successful conclusion is worth half-a-hundred half-finished tasks”, he was simply alluding to the fact that most people never finish what they start. If you really want to feel great, be congruent. Live your life according to your

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
values. Be who you are. Tell the truth. Keep your promises. Janis Joplin said, “Don't compromise yourself. You are all you've got.”

**Abundance for You**

People either have an abundance mentality or a scarcity mentality. They either think in terms of “shrinking pie”, competition and threat or they see life in terms of sharing, generosity and abundance. They way you look at life’s opportunities will determine what you achieve in life.

**Nature is abundant** – water, leaves, snow, space, stars – unlimited abundance. You can waddle down to the beach with a teaspoon or a pick-up truck – there’s enough sand. There’s as much as you want. But if you believe you can only get a teaspoonful, or if you’re convinced that you only deserve a cupful, or if you’re taught that if you take too much sand there won’t be any left over for the poor…

How much sea water do you want? Money flows like a river – it doesn’t care who it flows through.

We are creative beings. The difference between a millionaire and a struggling employee is simply leverage, belief and value. We are paid in direct proportion to the amount of value we create and the amount of people we can deliver that value to!

**How much time do you have?** What can you do in this time at 9 hours a day, five days a week? How many hours is that? 6,750 hours with a two week holiday every year. That’s your time. Why not use Joint Ventures to acquire the time of a thousand other people as well? The only limitations we have are self-imposed.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
How many potential clients or customers are out there? How big do you think?
Australia has 20 million people, Canada 32 million, the UK 60 million, Germany 82 million, Mexico 106 million people, the US 296 million – how about India and China?

Are you operating on gasoline or on nuclear power?
A pound of highly enriched uranium as used to power a nuclear submarine or nuclear aircraft carrier is equal to something of the order of a million gallons of gasoline. When you consider that a pound of uranium is smaller than a baseball, and a million gallons of gasoline would fill a cube 50 feet per side (50 feet is as tall as a five-story building), it’s a good analogy for us to use.

Let’s equate that to work and Joint Venture leverage. Remember - Zig Ziglar said, “You can get anything you want out of life if you’re prepared to help enough other people to get what they want.” The more people you reach and help, the more money will automatically flow to you. There are no limits! When you use products and services that are duplicatable, scaleable and that cross financial, social, demographic and geographic boundaries, you can reach optimal distribution. Using intellectual property, you can avoid having your products copied and knocked off.

If you’re selling time, limiting the geographic, financial, social and demographic area you can serve, you’re chopping wood and making a fire. You don’t even have gasoline. When you find a product or service that reaches a very wide demographic and has no geographic, social, language or financial limitations or barriers, and you use JV’s to distribute that product, you have enriched uranium!

“It is better to burn the candle at both ends. And in the middle, too, than to put it away in the closet and let the mice eat it.” – Henry van Dyke.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
The Mindset Required for a Good Joint Venture

When you are sincerely interested in helping other people to achieve their goals and make their dreams come true, you will ask them a lot of sincere, open-ended questions about their lives, their hopes and dreams, their families and their problems and challenges. You will not talk about yourself and your products and services until and unless they can be used to alleviate, solve or remove the problems, challenges and goals of the person with whom you are talking.

For example, if you’re a real estate investor and the person you’re talking with has absolutely no interest in real estate investment but is desperately trying to find a set of good, second-hand drums for his teenage son, you would do well to help him get the drums instead of trying to convince him that he should invest in real estate. By helping him find the drums you could earn a commission from the seller of the drums but, far more importantly, you will create a friend and reciprocity. This same person might introduce you to five others who all end up doing business with you.

When we get our egos and self-interests out of the way we realize that we earn money by solving problems instead of pushing our products and services and trying to force square pegs into round holes. I recently talked with a salesperson and I asked her, “Will you make more money by selling me something I don’t really need or want, or by getting me to enthusiastically promote you to the five thousand people in my database?”

Here’s a good example
You ask someone, “If a genie leapt out of the ketchup bottle and offered you three wishes for your life, Tom, what would they be?” When Tom answers, “Health, money and happiness”, you have learnt nothing. How much money? By when? Why? What will he do with that money? Why? What does he mean by “health”? What, specifically, has to happen in order for Tom to feel “happy”? What has to change in Tom’s life in order for him to

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
be happy? When you take the time to find the answers to these questions, you know more about Tom than his mother, his dog and his parole officer. At that point, you can find solutions to apply to his life and help him achieve his goals – and, as a JV Broker, get well paid for doing so. Information is power.

**Joint Venture Leverage**

See me in the picture? I'm talking to 375 people at one time. Better than talking to each one individually, right?

Archimedes said, "Give me a lever long enough and a fulcrum on which to place it, and I will move the world." If you had the choice between carrying rocks and using a wheelbarrow, you would choose the latter. If you could either make a phone call or drive to a meeting, a phone call would save you time. This is simple, common sense. Yet as entrepreneurs we tend to forget this in business. You find business owners who are great salespeople spending time on minimum wage activities. Why spend your $100 per hour time on an $8 per hour administrative job?

We complain that we don’t have enough time and that we can’t afford advertising dollars, and we’re right. Because we’re allocating our resources incorrectly and we’re not taking advantage of resources that are readily available. We’re working hard instead of smart. We’re putting the cart before the horse. Two fellows get together and decide to start a transport business. They max out their credit cards and deplete their bank accounts paying for the design of a fancy logo, buying a new truck they don’t need and printing expensive brochures. Then they find they don’t know how to
market or find customers and they have no money left.

There are two schools of thought – the one says, “Go out and spend years and all your family’s money creating what you have convinced yourself is a great product, then try to sell what you have made.” The other suggests you first go out and see if you can get some orders before you spend a blue cent on manufacturing. Here’s the Joint Venture approach: find someone who has a great product, get someone else to market and sell it to their existing customers and you take a piece of the action. Leverage other peoples’ time, money, distribution, reputation, access, database and skills. Let them carry the risk, inventory, leases and sleepless nights. And you make money. Only spend time on things that only you can do.

When you’re selling time and selling widgets, you’re losing out on the power of leverage. When you’re reinventing the wheel, you’re missing the business success boat. Why do consulting or coaching when you could have someone else do it and pay you 20% of the gross sale on an ongoing business? I’ll tell you why you would do that: it’s because you don’t understand profit. See, if a five minute referral phone call to a “life coach” makes you $100 net profit, it’s better than spending hours of your time and a lot of other expenses to make $500. Time is money. Real businesspeople understand that $100 for five minutes is $20 per minute and that’s better than $250 per hour less your traveling time and your gas and car maintenance expenses. They’re more interested in making a profit than in feeling important.

**Here’s the bottom line approach for real Joint Venture success:** “How can I do this with the minimum amount of time and risk and the maximum return on my time investment? How can I leverage other peoples’ resources? How can I distribute the maximum value to the most people with the highest possible margin in the least possible time with no cost or risk to me?” Think more, solve more problems and use Joint Ventures to make all your financial dreams come true.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Yes, But....

I regularly speak to large groups of people in seminars, talks and my Joint Venture Bootcamps. I know that while I am speaking my audience are talking to themselves internally at something approaching 600 words a minute. They're either saying to themselves, "Wow! I can do that! Yes, this is a great idea I can and will implement. That sounds exciting to me!" Or they are saying to themselves, "Yes, it all sounds great, but...."

What we say to ourselves about opportunities, challenges or options that we are confronted with or offered, means a lot. How we interpret those inputs will determine to a very large extent how we react and what choices will result. Usually, we interpret our input by comparing it with the information we have gathered in our lives: our experiences, learning and exposure. It's almost like we scan our frame of reference, looking for a fit. And this is the dangerous part, because if I hear the expression "ex-wife" I might have a negative reaction based on my past experience and prejudge the person it is being applied to. If my ex-wife was a demon, guess how I will tend to evaluate someone else's ex-wife if I don't stand back and get objective?

If you've been educated to believe that all businessmen are bad and dishonest, it might be hard for you to succeed as an entrepreneur. Your self-talk will hobble, distract, sabotage and undermine your success, because your belief and business and your entrepreneurial aspirations will not be congruent. So we need to be very open minded, non-judgmental and objective about new information that we're exposed to. When you hear yourself saying, "Yes, but" or prejudging new information, it's time to give yourself a "check-up from the neck up" and decide not to deny yourself the opportunity to positively benefit from this input.

One of the ways I have found to make this work well is to take a lot of notes or record the seminar, and to make the decision to be completely unemotional about evidence I receive that conflicts with my present belief.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
system. I use this affirmation: "I know that I have a lot to learn and that not everything I believe is true, so I choose to be open to new options and opportunities."

**Rescuer, Persecutor or Victim**

In business, as in life, we are faced with a dangerous triangle which is a downward spiral. This triangle is entered into by choice by players who tend to swap roles. A good example is an employee who whines that he doesn’t earn enough money (victim) so the boss becomes the rescuer and ups the employee’s salary for no good reason. As you know, we will never have enough money, so within a short period of time the employee, who still produces the same amount of work, wants more money. At this point the boss realizes that he’s paying more but not getting more value, so he puts his foot down and refuses the increase. Now the employee moves his position from victim to persecutor and starts blaming the boss for being a money-hungry slave driver. The boss falls into victim mode and starts whining, “I can’t afford more! I can’t find good people! They take advantage of my kindness!”

The simple solution to this disempowering game is to take responsibility and to demand that others take responsibility as well. When the employee wants more money, the boss or owner of the business can say, “No problem, Bob. I will create an incentive program or a profit sharing program whereby you can earn money in direct proportion to the profit you are responsible for creating for this company. I will remove all income limitations so that you will be able to give yourself as many pay increases as you like. In fact I can show you how to start your own business and become an independent contractor to my business which will allow you to take advantage of all the tax breaks available to self-employed people!” Now the employee is responsible for his own choices, income and actions. Instead of being paid because of manipulation (playing the victim or the persecutor) he can be paid for the value he creates. He can decide to stay in his present situation as an employee or he can accept his boss’s kind offer to participate in the
profits of the business. The boss has decided not to be drawn into the game and causes the employee to be responsible.

We are all responsible for our own lives. Many would have us believe otherwise through the use of false guilt, collectivism, socialism, altruism and mysticism. But in the real world we should reap what we sow, not what others sow. Adults should take responsibility for their own lives. And we can grow better adults by avoiding the victim/persecutor/rescuer traps as we raise our kids. Perhaps then we would have fewer 30 year old losers living in their parents’ homes and more self-sufficiency. As Ayn Rand said, “Poverty is not a mortgage on the labor of others - misfortune is not a mortgage on achievement - failure is not a mortgage on success - suffering is not a claim check, and its relief is not the goal of existence - man is not a sacrificial animal on anyone's altar nor for anyone's cause - life is not one huge hospital.”

Taking responsibility for your own life and demanding that others do the same, results in prosperity, self-esteem, freedom and personal growth. It’s the best gift anyone can receive.

**Win by Giving Stuff Away**

When Gwen sets up her seminars of 150 people, how much would you have to pay to have her introduce you to all of them from the front of the room? How about $20? It’s easy if you give stuff away.

How can I get radio time for pennies on the dollar, with ten times more credibility than a high-priced advertisement? You can do that if you give stuff away.

How can you make money by giving away $100 to each of a thousand people?

People don’t want to get sold stuff. They want stuff for nothing. And they

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
want to be able to choose to buy – they don’t like being manipulated by a slavering salesperson. That’s why you love the cake samples in Safeway and often end up buying something fattening. When you stand in Starbucks munching on a tiny piece of chocolate brownie which is generously offered as a sample on a paper plate did you know that many people end up buying brownies because of that tantalizing taste? Remember the vacuum cleaner salesman who showed up at your door with a five dollar set of steak knives and a three dollar flashlight? He told that you his manager insisted he give away one of these precious and highly coveted gifts to some lucky homeowner who agreed to watch a riveting, sensational, thirty minute vacuum demonstration as he sucked minute bugs from a mattress, and which one of these two priceless offerings would you like? You chose the steak knives and two hours later you gratefully bought an overpriced vacuum cleaner.

You offer Gwen two of your books and a complimentary consultation worth $100 as door prizes and you get exposed to 150 people in the room. You give away your CD’s or a gift certificate to clean the carpets in a house as a radio give-away. And if you’re not into carpet cleaning, could you set it up for a carpet cleaner, have him do the work and take 20% of all the resulting business? Of course, you could. You could have Jimbo distribute 1,000 gift certificates to his indebted clients, entitling them all to a complimentary yoga class with Yippee Yoga. The certificates are printed and paid for by Yippee herself, Jim and his clients are ecstatic and when Yippee gets business out of this Joint Venture transaction, you obediently collect 20% of all the resulting income. Or you could kindly introduce Bob’s money to Sally’s project and make $25,000 for the effort as I did very recently.

I spoke to a group of newcomers in Toronto who were enjoying a Government-sponsored job-finding program. The government spends many thousands advertising this course. The lecturer realized that he could save the civil servants tens of thousands of dollars by simply offering two movie tickets to any student who introduced a new student. It’s doubtful, though, that the government will accept his wise suggestion. (Do you know how a

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com

civil servant winks? He opens one eye!) Seriously, Joint Ventures open our minds to many new opportunities, and the idea of giving away stuff is only one of many simple yet powerful concepts.

The Dollar Sign

Symbolism. Icons. Archetypes. Emblems. Signs. Symbols. There is a deep philosophical and ideological message communicated through these visual depictions and signals. The dollar sign represents a different message to different people, depending on their conditioning and outlook on life. In our increasingly collectivist society, I think it is important for every entrepreneur to clarify his internal representation and translation of the dollar sign. The way we perceive the dollar sign has a significant effect on our business dealings, choices, and success.

The Aristotelian philosophy is seldom taught in our academic institutions. In this age of liberalism business is getting an increasingly bad rap and we have to guard against creeping socialism. I see too many entrepreneurs making excuses for their success, as though altruism is the higher way. The political looters and leeches encourage the unions even as they condemn them. What does the dollar sign really mean to you? Are you sliding down the slimy pathway of guilt that is so carefully greased by the mystics and collectivists? Beware – your business will suffer violently.

To me the dollar sign represents the word that I hold as my standard in life: **responsibility**. My highest value is freedom and I am personally responsible for that freedom – its acknowledgement and attainment. And for maintaining the freedom, I create. The dollar sign reminds me to be grateful that I live in a free society. It urges me to strive to create more value for more people so that I am rewarded according to the principles of capitalism. The dollar sign represents the objective evaluation of my accomplishments and production. It is the standard by which I judge my business contribution. The dollar sign
is the happy reminder of free enterprise and the opportunity to be whatever you want to be. What we are determines what we do. What we do determines the value we create. And it is measured in dollars.

When entrepreneurs start apologizing and pandering to those who would steal from them, they need to regroup and surround themselves with likeminded people who understand that we are responsible for ourselves. We do not owe others a living. We are not responsible for others. We can chose to help others if we wish, but they have no claim on the wealth we have worked hard to produce. We should be proud of our handiwork and accomplishments. The dollar sign is the business owner’s symbol of freedom, responsibility, productivity, value and reward. We understand that we earn money in direct proportion to the value we create in a capitalist society. Money is regarded as “dirty” by those who are dirty. It is respected by those who understand it and contribute, build and create. Next time you see the dollar sign, ask yourself what it means to you.

Rats and Body Odor

Years ago, a pilot was attempting a world record long distance flight. He was nearing the end of his journey and was two hours away from the next airport and his final target, when he heard a frightening sound. He heard the distinctive sound of a rat gnawing at something. The adventurer knew that this could spell disaster; the rat could chew through his control lines or the fuel line, and cause him to crash into the mountains below! At first he started panicking, but then he started thinking about a solution. At last it came to him: rats can’t handle high altitudes! Don’t ask me how he knew that, but his knowledge solved his problem. He started climbing higher and higher, until the gnawing sound ceased. The rat had died from the high altitude. When he landed his plane, he found the dead rat.

Three lessons:
First, you can panic or you can think. There is a solution for every problem.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Second, knowledge without action is useless. Had the pilot not flown higher, knowing about the solution wouldn’t have helped one iota.

And third, bad things don’t last in the high altitude of high ideals, lofty goals and soaring aspirations. Rat ideas die where Eagles soar.

Evidently an episode of the Jerry Seinfeld TV comedy show featured a scenario where the valet who parked Jerry’s car had very bad body odor. When Jerry and his friend got into the car, the BO stuck to their clothes and resulted in her boyfriend rejecting her because she smelt bad! When we mix with negative, pessimistic people, their attitudes tend to stick to us like BO and sabotage our success. But when we mix with positive, enthusiastic people, that motivation rubs off on us as well and we achieve our goals even faster.

Your thoughts determine your attitude, your actions and the results you experience. Manage your thoughts and your input and soar with the Eagles!

**The Power of Connecting**

We have been told by smart psychologists and sociologists that people are a lot happier and more fulfilled when they have many good relationships. When you have more friends and a strong support group, you’re happier, more at peace, more relaxed and congruent – and ultimately more successful in business. Unlike the desperate, quick buck sharks that sometimes roam the business networking groups seeking to sell at any cost, perceptive entrepreneurs know that building solid, reciprocal relationships is the ideal foundation for strong, sustained business growth.

At the risk of being shot as the messenger, let me remind you that nobody cares about you or your product or your service until they know, like and trust you. We all have multiple other options. Why would I do business with someone I did not know just because he thrust his business card at me and

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
forced his elevator speech on me? Some networking groups actually oblige their members to only work with other members in the same club, without having had the time to due their due diligence or build a relationship. They are even forced to give leads to people they don’t really know! Now that is dangerous in our litigious society, let alone the risk to your reputation, don’t you think? “Meet your quota of referrals to other members (that’s why so many of those leads are false) or you’re in trouble.” Nonsense!

When you understand Joint Ventures, your ego goes away and you start asking other people what they want. You seek to meet their needs and you stop pushing products and services. Your motto changes from “Beware of the Salesperson” to “How Can We Help?” and people actually want to talk with you. You get interested in their family, dog, hopes and dreams and you become a friend. Then, when they need your product or service, you become the natural, automatic choice. In addition, you can make much more money through them by directing them to your JV partners in the meanwhile. JV income is 100% profit, remember?

One of my most satisfying business relationships is with someone I knew for two years before we did any business. We met in order to do business and it didn’t work out, so we became friends instead. When business came, it flowed easily and strongly. And my business relationship that currently enjoys the highest potential return on investment started when my JV Partner offered to do work for me at no charge, just because he’s a nice, caring, genuine person. Instead of $2,500 and three weeks, he did the work overnight at no cost. Since then the relationship has blossomed and it’s great to work with him.

Darcy Rezac says, “The single biggest determinant of happiness is how connected people are. See what you can contribute.” My motto is, “Together, we can do amazing things.” And the cornerstone of solid business growth is solid, mature relationships with solid, mature people. Connect on a personal level and business will follow.
Ice Fishing

You’ve heard about the fellow who decided, after some heavy drinking, to go ice fishing. So he packed up all his equipment, his auger, catchcovers, catchcover sleeves, scoop, rods, reels, lines, bait, bobbers, split shot, ice pick and propane heater, and off he staggered, down to the ice. He picked up his auger and was about to start cutting the hole, when a voice boomed down from above: “There are no fish under the ice.” He shook his head. Was he hearing things? Must have imagined it. So he started again, and again the voice rumbled, “I said, ‘There are no fish under the ice!’” The drunk looked up and asked nervously, “Is that you, Lord?” “NO!” the voice replied, “This is the Ice Rink Manager!”

Rika and I decided to take the scenic route back from Kelowna, BC, where I delivered a talk last week. On the way, we saw some people ice fishing in the middle of a lake. So we pottered across the lake and went to talk with them. This was the first time we’d ever seen anybody ice fishing. The friendly fisher folk told us very interesting stories. The ice was twelve inches deep. Fascinating! Anyway, it reminded me of the joke, above.

In life and in business, I have found that we often waste time getting information from the wrong people or dealing with the wrong people. We tend, sometimes, to fish where there are no fish. It’s like asking a bank manager about a business opportunity or a virgin about childbirth. With time so valuable, we should be very clear about how we spend it, and with whom we spend it. I talked with a chap recently who told me he attended ten business networking meetings and only met one good prospect. When he factored in the wasted time, gas, parking, membership fees, and so on, he felt he had wasted a lot of time and money, fishing where there were no fish.

There’s a simple rule of thumb to prevent disappointment: do your due diligence and qualify people before you spend time on them. Check them out – Google them – do a Better Business Bureau check – ask for references and

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
testimonials – call your friends and ask if they know them. Ask more questions. Be direct. Spend more time on the phone and email qualifying them before you give away information or go to a meeting with them. Ask them if they can make a buying decision and if they have the money and authority and when they intend buying or deciding. You will save time and money and catch good fish. **Work with the right people.**

**Warning! Dead Parrots Ahead!**

In Monty Python’s Flying Circus, there’s an explanation for a parrot's lack of responsiveness: “'He's not pining! He's passed on! This parrot is no more! He has ceased to be! He's expired and gone to meet his maker! He's a stiff! Bereft of life, he rests in peace! If you hadn't nailed him to the perch he'd be pushing up the daisies! His metabolic processes are now history! He's off the twig! He's kicked the bucket, he's shuffled off his mortal coil, run down the curtain and joined the bleedin' choir invisible! THIS IS AN EX-PARROT!!”

There are three kinds of people in the world: Eagles, ducks and dead parrots. Dead parrots – the world is full of them. They are the people who talk the talk but who never walk the walk, people who copy the words of great men, but have no life of their own. They masquerade as leaders and saviors. They know all the words and all the answers and they have studied much, but their lives are meaningless meanderings of mediocrity and compromise. They hold office, hold forth, but don’t hold any water. They are professors in universities, bureaucrats, mayors of cities and leaders of unions. Figureheads, mouthpieces, slaves. They fear and avoid innovation and creativity at all costs. They are simply parrots and they have no life, no spark, no courage and no integrity. There is a Nykusa proverb that goes, "The dead if not separated from the living, bring madness upon them."

We have to be careful of pretenders and posers. Avoid the fakes and the shadows. The puppets look real, but they’re not; they’re vitriolic ventriloquist’s dolls and they have no conscience. The maps they share are
of cities that don’t exist. Their plans are bogus and their promises are lies. Dead parrots parade proudly through the herd (the ducks), impressing the plebs, amazing the village idiot and, most of all, consuming the creations of the visionaries and producers (the Eagles). We all pity the ducks – they’re the hoi polloi, the stagnant masses, seething humanity. Pretty harmless unless they gang up and group dynamics goes to work, but generally anemic. It’s the dead parrots that we have to be careful of.

The sycophantic ducks mindlessly go about their business, looking for a leader to follow, joining the cults, serving the collectivist dead parrots and gratefully accepting survival. The Eagles create, produce, lead, innovate and soar. And while the dead parrots tolerate, use and abuse the ducks, they hate and fear the Eagles. They glad-hand and backslap the Eagles while at the same time backhanding, backstabbing and undermining them. They copy them and then try to kill them. The ducks will frustrate us Eagles and steal from us, but dead parrots are out to destroy us and our work.

**Eagles Joint Venture**

My friend, Carol Brailsford, a true Eagle, kindly sent me some amazing information about eagles. They really do represent commitment and integrity.

Eagles mate for life within the first year of being born. An eagle will never leave its mate and will never mate again if their mate dies. In addition, they will never feed their eaglets anything but live food. If you see an eagle flapping around with something in its talons, you can be assured that the prey is alive.

As I said, an eagle will never leave its mate. A fisherman was out fishing and saw an eagle swoop down (recorded to be almost 200 mph) into the water. The eagle locked on to a salmon, their favorite fish. Pretty soon he saw the eagle's beak come out of the water to catch a breath – they will never let go of their prey once they have a hold on it. So he thought, “The
beak keeps coming up and the eagle is getting tired.” Once an eagle’s feathers are wet, he cannot fly. The fisherman thought “Oh my, I think the eagle is going to lose this one!” And, next thing, SWOOSH! Out of the sky came the eagle’s mate. It grabbed onto the eagle in the water and pretty soon two beaks were coming up for air. But each time they came up for air they were closer to the shore and eventually they were both on the shore with the salmon intact!

Did you know that there are 700 feathers in each wing? Every morning the eagle takes the time to clean its feathers. One side of the tongue cleans the other side of the tongue oils the feathers. You can imagine that when diving at 150 mph and more to seize the prey, if the feathers are not in place the sound would be loud enough to scare the prey.

Eagles are hard workers: some of the eagles’ nests weigh 2 ½ tons and are passed down from generation to generation. They preserve the next generation and their lifespan is over 125 years. Yet, when eaglets are learning how to fly, 40% of them die in the attempt.

Commitment. Integrity. Community. Excellence. And that, my dear reader, is why we should cultivate an Eagle attitude.

**Fearless**

Do you live with anxiety and fears that you seldom reveal? Do you lie awake at night, worrying about things? Do you agonize about things? Are you afraid of being embarrassed of being proven wrong? How much of your time do you spend being scared and troubled? How often do you voice your fears and talk about them, thus giving them even more power over you? Is your self-talk like a waking nightmare? We know that whatever you give attention to will grow, and yet we spend a lot of time, energy and

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
concentration on things we don’t want, don’t we? We spend more time making mental pictures of things we don’t want to happen than on planning solutions and successful action plans! The average person spends more time planning a meal than they do their own future. And your future is important, because you’re going to spend the rest of your life there.

Here is my response to debilitating, unnecessary, energy-sapping fear:

*Person 1:* “Robin, I am really worried that this isn’t going to work out. I will be so embarrassed if nobody shows up.”  
*Robin:* “Spend three times the amount of energy and time on your effort. Find four new ways to Joint Venture the deal. Create a Mastermind with the most successful people you know, especially for this event. You won’t have the time to worry and you will succeed. Tell yourself, ‘I am a master organizer. I am laser focused. I do whatever it takes, 24/7. I attract good people. I am unstoppable and 120% confident.’ Commit yourself publicly. Put yourself on the line.”

*Person 2:* “Robin, I think I am going to fail at this. What if it doesn’t work?”  
*Robin:* “At this rate, you will fail. Stop being so timid and scared and start insisting on success. Get your petty ego out of the way. What if it doesn’t work out? Who will die? You will have learnt enough to do better next time. Become a warrior. Change your self-talk. Stop mixing with losers. Get serious about winning and have fun! Business is a game. Stop whining and start working. Make it happen.”

*Person 3:* “Robin, I hope this thing works out, but rest assured, I will try my very best.”  
*Robin:* “Let’s walk away from this arrangement right now. TRY = To Relive Yesterday’s Failures. When you say you hope and you will try you are already setting yourself up for failure. You are making excuses for yourself in advance. Think about Mohammad Ali: he never doubted himself and he always told everyone that he would succeed, so he did. You are your own worst enemy and you should be your best ally.”

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Can you imagine General Patton uttering these weak misgivings? Read his speeches and model his confidence. Can you imagine Churchill whimpering like this? Can you imagine a real winner being halfhearted, nervous and doubtful? I think not. Winners and champions give no recognition to the possibility of failure. They rely on themselves and they walk their talk. They will do whatever it takes to succeed. They will not let you down. They are supremely confident and they are very hard working and disciplined. You can only be one thing at a time – positive or negative. Choose to be positive.

Victim Or Victor?

Here’s quick way to tell if you see yourself as a victim or as a victor. After all, there are only two choices: Victim or Victor. Loser or Winner. If you think your circumstances dictate your income and level of success, you’re like the losers that write in to NotCanada.com – all whining that it’s so tough to immigrate, that Canada is so hard on them, that it’s all so unfair. I’m also an immigrant and I have news for you: try immigrating to Zimbabwe or South Africa and see how much welfare and free medical you get there, if you don’t join the 400 people who are murdered in South Africa every day. If it’s so hard, why don’t you pack your stuff and go home? I’ll tell you why – because you know it’s better in Canada! Nobody asked you to come to Canada. Go home. It’s not about where you are; it’s all about who you are.

If you think western business is nasty because they’re outsourcing your job to people in third world countries, perhaps you should think about why you can’t get a better job after living in the richest and most successful country in the world all your life. It’s an indictment on you, not on profit-conscious businesses that you probably own shares in! Have you noticed that people actually die trying to get into North America? Put down the cigarette and beer, look in the mirror, point at yourself and say, “LOOOOOSER!” Play the blame game as much as you like, but the real problem lives right under your comb-over.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
If you are wont to shoot the messenger, blame the weather, wallow in self pity and talk about life being unfair, you see yourself as a victim. Now the good news is that you’re not really a victim, you’re just choosing to see yourself as one. And, while you believe you’re a victim, you will continue to lose out on all the wonderful opportunities around you! If you live in North America or Western Europe you are one lucky character and it’s about time you realized it. Instead of being angry at immigrants because they’re prepared to do jobs that you don’t like doing, be grateful that you can get cheap labor! I’m so glad I can afford to have someone come in and clean my apartment while Rika and I settle down to make some real money.

I was fortunate to be in business with an extremely successful East Indian in South Africa. One day he said to me, “Thank God for Apartheid. They wouldn’t give us East Indians jobs, so we got into our own businesses and made lots of money. If it weren’t for Apartheid we’d be poor civil servant suckers!” Immigrants who see themselves as victims choose to drive cabs. Immigrants who see themselves as victors start businesses and get to their golf clubs in cabs driven by their countrymen. When you get downsized you can decide to be a victor and have an Independence Day party, start your own business and get rich, or you can feel sorry for yourself, get all bitter and twisted and cry yourself to sleep like a big baby. Your choice.

Now that I have your attention, here’s the truth: you are whatever you decide you are. Instantly. If you decide that from now on you will see yourself as a winner, a victor, and a warrior who is unstoppable and powerful, you will start winning in a big way. When you hit a detour or a bump in the road you will be so focused on your exciting goals that you’ll hardly notice it. You will attract strong, enthusiastic, ambitious, generous people into your life. The losers will run away fast. The sun will shine brighter and all sorts of new opportunities will start to reveal themselves to you. You are a victor. I know that. It’s about time that you accepted it, too.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Joint Venture Potential

Sometimes, we need to look at the full potential of a Joint Venture in order to get really excited about it. As an example, I recently talked on the telephone with a gentleman in southern California about the potential amount of people in the world that could benefit from leaning how to broker Joint Ventures and achieve financial freedom. He got very excited.

First we looked at WHO could benefit. We agreed that age, background, education, geographic location and financial situation were not a factor. As long as a person was motivated, reasonably intelligent and had the ability to communicate, as well as learn the basic principles of Joint Ventures, they could make real money, soon, with no cost or risk.

Then we looked at WHY someone would want to use JV’s. Anyone who needs money, from employees who want to supplement their income to scholars, school leavers, entrepreneurs and business owners (not necessarily the same thing) who want to boost sales and profits, seniors, college graduates, immigrants… anyone who needs more money without an investment or risk and who didn’t want to wait a long time to get the money!

Also, when we know that statistically 87% of new businesses will fail, many people are afraid of risking their savings, time and reputation in some “business opportunity”. Joint Venturing is a great alternative. In fact, in my opinion, it is the only alternative.

We also looked at the other reasons why Joint Ventures would appeal to people. By earning more money and creating a regular flow of passive income, they could regain their dignity and self-respect, security and control, privacy and quality of life. They could look after their family, enjoy holidays and educate their children and themselves. Visit a few seniors homes and talk with anyone who has financial problems and I know you’ll agree with me.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
All of a sudden, this fellow in California got very excited at this massive potential. He asked me a simple question: “If I can get you onto radio stations and in front of people, will you pay me commissions on all resulting business?” Of course I will! Then he asked, “Can you create products to fit different situations and industries?” Naturally, I can.

When we see huge potential and we have a viable, proven tool to take advantage of that potential, we get excited, then we take action, then we get rich.

**Seeing Beyond the Obvious**

This should really be entitled, “Seeing Beyond the Oblivious” because so many entrepreneurs are blinded by cash flow, ego, and short-term thinking. When you are involved in a transaction, it is often a “Vending Machine Transaction” – you pay and you get exactly what you pay for, sometimes a little less. Or you’re nickeled and dimed, upsold and sucker-punched with hidden costs. This is the domain of the mindless business owner who can’t think past his next rent check. Like the restaurant owner in Vancouver who screamed at me for using his washroom without buying some of his weak coffee. He made sure I would never return.

Smart entrepreneurs have a Joint Venture Mindset. They look for the big picture. They see beyond the obvious. They understand the back-end. They know that a good, satisfying, initial transaction can lead to multiple sales, referrals and other deals. They seek to add massive, unprecedented value to every communication, transaction, and contact, and they do it at no cost because they understand Joint Ventures. They believe that good relationships result in reciprocity and goodwill that makes people rich. They love what they do and believe in their products and services. They go the extra mile. And they reap what they sow.

Farmers understand that it takes time to reap. They understand that one seed can result in massive returns. They know that nurturing is part of the deal.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
We should consider this approach when we’re conducting our business. George decides to buy a hammer at the local hardware store. He walks in, slaps down his money and walks out with a hammer. Vending machine transaction.

What could happen instead? George walks into the hardware store. He fills out a form with his particulars to earn a massage and yoga class for his wife, kickboxing lessons for his son and a ballet class for his daughter. He walks out of the store with gifts for his family and a hammer and a warm, fuzzy feeling. He tells his friends. He comes back. The storeowner puts him on the mailing list, offers him specials on his birthday and anniversary and sends him gifts for his whole family on their birthdays, too. And the gifts, massages, classes and lessons don’t cost the store owner a cent. His newsletter doesn’t cost him a cent either. And he gets paid a regular monthly income from any business resulting from the classes, newsletter and gifts, all 100% profit. That is what is obvious to someone with a Joint Venture Mindset.

**Return on Investment**

When you are proposing to spend any resources, time, money, and energy on anything, you naturally consider the return on your investment. If you have a cash flow crunch, you probably look for a fast return and instant gratification. Therefore, your return on investment will need to be short term. However, ideally, you should consider the big picture.

The reason why it is so important to consider the return on your investment is not just to justify the investment itself, but to **create** the ideal and optimal return. When someone tells me, “If I can just break even…”, that’s exactly what he will do. He will get and create what he expects – no more and no less. When we consider the exponential potential return on an investment through the utilization and implementation of creative, effective, and practical Joint Ventures, however, we open up our subconscious minds and
start creating that return. **Our beliefs, expectations and understanding of the links and benefits, the collaborations and alliances that can grow from every transaction, determine the choices we make. In addition, those very choices will create the return.**

If you look at a transaction as a sterile, isolated island, you automatically neuter and contain it. If you see it as a seed, as a catalyst to atomic growth, you liberate it, leverage it and release a viral expansion that only a Joint Venture Mindset perceives and creates. I’m not talking about pie in the sky positive thinking; I’m talking about the ironclad, proven JV technologies and systems that we teach and practice every single day. Practical, win/win Joint Ventures are the result of understanding value and profit. In order to make these happen, we have to get out of bed. In a talk that I presented at the Doubletree in Toronto, I told my audience that buying a program and putting it under the bed does not make you rich – it doesn’t emanate money rays and make you wealthy by osmosis – you have to **work**. You have to take decisive, confident action.

Understand the return on your investment, elaborate on the possibilities, create systems, invest, and then take action. This simple approach will double and quadruple your return.

**Seize the Opportunity!**

When one of us turned over in bed, the other woke up searching frantically for the earthquake survival kit. If one ventured to the middle of the bed, the other came rolling in at 120 miles per hour – the mattress sagged. So we decided to replace the 8-year-old mattress that we bought from a shyster salesman in a local furniture store. This morning we skipped down to a department store where the salesman studiously ignored us and talked with his friend while we waddled between the bewildering arrays of mattresses. Eventually I had to scold the middle-aged loser with chestnut brown dyed hair and the requisite box of cigarettes jammed into his top pocket. An addict, to boot.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJoint Venture.com](http://www.LifeIsAJoint Venture.com)
After he recovered from his well-earned tongue-lashing he proceeded to follow us around and offer the odd piece of information, eager to take an order. We found a mattress that appealed to us, priced at $1,700. Then I spotted a wonderful mattress that actually molded itself to one’s body. $3,500. It did everything right. I loved it. Comfortable, excellent. The salesman seemed intimidated by this mattress and kept steering us back to the cheaper model. Instead of indicating that this far superior bed would cost a mere one dollar and one cent per night more than the inferior one over the next five years, that we certainly seemed to enjoy, afford and deserve the better things in life, that our quality of life would be significantly improved by a good night’s sleep and that he was even prepared to throw in a wonderful gift should we make the right decision, he seemed quite happy to have us consider the less expensive option. Perhaps that’s why he’s still selling furniture at that age, but I digress.

He then proceeded to tell us about all the extra charges – extra to deliver, extra for this and that… I decided it was time to leave before I got nasty. So off we pottered to Sleep Country Canada. Here, the salesman, Sumit, an immigrant, was attentive, knowledgeable, well trained, patient, confident and genuinely interested in giving us exactly what we needed and wanted. He gave us a good discount, did everything right, and had no hidden extras up his sleeve. We bought the mattress and it’s being delivered Monday.

I know that furniture salespeople work on commission because I sold furniture myself at one stage of my life. The salesman who sold us the mattress eight years ago as new immigrants never got any more business from us. In fact, we would never buy at that store again. The second salesman lost out on a $3,500 sale that he could very easily have made. The third one, Sumit, will be the man I refer everyone to in future. Now let’s imagine these three salespeople gather for a drink after work. The first one and the second one will complain that people just don’t have money to spend, that they can’t afford the expensive mattresses, that their commissions are too small (shades of “Glengarry Glenross”) and that they...
don’t have enough customers to sell to with all the competition out there. They will blame everyone from George W. Bush to their boss and the government. I think Sumit will simply laugh and say, “Hey, business is great! What’s the problem?” We create our own circumstances.

Seize the opportunity. Go for the gold. Expect to succeed. Set high goals. Make it happen. Take responsibility. Focus. “You have not, because you ask not”. Be conscious of abundance. The world is your oyster. Don’t miss out on the wonderful opportunities that surround you.

**Action is All**

When he strode into the room in his thousand-dollar suit, I knew that George Choriatopolous meant business. He was poised and very purposeful. He looked at each one of us intently. No joking around. We sat around the boardroom table in his Parktown office, each of us wondering what was going on. He ripped the Goals Program off the flipchart, calmly crumpled it up, and threw it into the bin. Then he leaned forward, resting his fists on the huge oak table. “Gentlemen”, he said softly and with great intensity, “every week we meet here to discuss our sales and plans. You’re all independent business owners. I am not your boss. But we meet to encourage each other and to mastermind. Time is valuable to all of us. From today, I don’t want to know about all the leads and deals you have ‘in the pipeline’. I don’t want to hear about what you’re working on or whom you’ve met. I only want to know one thing, and then you can all get out of here until next week. This meeting will take just five minutes. **How many sales did you make last week?**”

Salespeople are in the habit of making excuses and promises when they’re not delivering results. We’re all good at it. After all, we’re salespeople, right? And often we lie to ourselves about what is really going on. We talk about our plans and goals, but what really matters is results. I don’t care about schemes and dreams – I care about results. Intention and goals are important, but outcome is more important. If I say I will do something or
produce a certain result on a certain date and I don’t, my excuses are of no importance to you. You can’t bank excuses or promises. Your accountant doesn’t want to know about potential and opportunities. The bottom line is real money. This is real life and every day gone is gone forever. This is not a dress rehearsal. Let’s get real serious about getting real results. Winners will allow one or two slipups, but sooner rather than later they will cut bait and stop working with you if you don’t produce.

I once trained the insurance salespeople in 91 banks simultaneously on a conference call. When I asked them, “Can any of you double your sales next month?” they all replied that it was impossible, given their busy schedules and past results. I then asked if it would be possible to double their sales if their families had been kidnapped by terrorists and they knew without a doubt that their families would be murdered if they didn’t double their sales in a month. Guess what? All of a sudden it was possible! I asked what they would have to change and do differently and stop doing, and we could create an action plan to accomplish 100% sales increase without calling in the terrorists. Think about it: how badly do you want to double your sales? What are you prepared to do? By your fruit you will be known. Talk is cheap but money buys the Jack Daniels. **Action is all.**

**Innovation**

**How many entrepreneurs have you met who have gone out of business, simply because they failed to keep up with the times and with their competition?** Those who refuse to innovate, update and improve, those who fail to reinvent themselves, are doomed to join the ranks of that sad, pathetic group of has-beens that often label themselves as “consultants” and “coaches” and haunt the “networking” meetings. They tell wonderful stories of their past successes and promise to lead you down the same path for a tidy fee! Scary, huh?

The fact is, times change. If we don’t continually seek ways to add value, initiate new directions, woo our clients and update our technology, we will

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
be left choking in our competitors’ collective dust. Remember the song, “When you’re in love with a beautiful woman, you watch her eyes... everybody wants her...”? Well, our customers and prospects are inundated with offers, bribes and shiny choices. They face a daily barrage of exciting options. Our competitors are constantly finding new ways to lure, entice and tempt our clients away. They become more sophisticated by the day. They spend tons of money to attract our patrons.

“If you don’t look after your wife, somebody else will!” The same applies to your clientele. Watch television. See how many times the screen changes? People get bored really fast these days. Watch an old movie and see how fast you lose interest. We’re used to constant stimulation, and we demand more and more for less and less. We become more and more sophisticated. We expect more. We want to be wooed and romanced by our vendors, don’t we? We take so much for granted these days, and here’s a wake-up call: customer loyalty is a thing of the past.

Word of mouth advertising and viral marketing are based on massive, unprecedented value. Instead of wasting your precious marketing budget on advertising that doesn’t work, why not spend it on adding value to your existing customers and paying them for bringing you more business? Innovate. Initiate. Don’t get lazy. You snooze, you lose! Don’t fall asleep at the wheel. The shepherd who falls asleep will awake to find that the wolf has eaten his sheep. Don’t underestimate your competition. He is spending money, attending seminars, reading books and finding ways to grab market share from you. He will steal your ideas. You have to be constantly five steps ahead of him.

Look at the most successful companies today: they are always initiating new value and inventing new benefits. Look at Google. Follow the winners. Reinvest into your business and your education. Align yourself with the top entrepreneurs. And you will lead the field.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Attachment

This is a subject of great import and very close to my heart. As my highest value is personal freedom I continue to learn important lessons about the dangers of attachment. When I use the word “attachment”, the context is the following: you are “attached” to any thing, person, emotion, circumstance, outcome, opinion, event, etc., that you think you need, can’t succeed without, can’t do without, can’t be happy without, can’t live without and simply must have. You consider the object of your attachment essential to your life in some way or another.

Attachment is an emotional state. It is a chosen state. It is not objective but subjective. It is based on beliefs, mysticism, perceptions, interpretations, fear, insecurity, hopes, and dreams. It often has to do with pride, a sense of scarcity, a poor self-image, desperation and a victim mentality. Any thing, person or event that you are attached to controls you. And so there are some unscrupulous people out there who would give you a lot of false evidence to make you believe that you need what they have or control. This gives them control over you. The witch doctors, manipulators, politicians and collectivists out there have a field day with attachment.

How do you know what controls your life and choices? Whatever you are attached to controls you. How do you know what you are attached to? Ask yourself a simple question: “what and whom do I believe I need?” The problem with attachment to begin with is that it is usually emotional and illogical. And it’s usually unnecessary! Your perception is your reality. However, it is not necessarily objectively true. Whatever you are attached to is your prison, your jailor, your torturer and your boss. They convince you that you’re crippled and then they sell you crutches. When you say, “I need”, you are admitting attachment, hence weakness. When you say, “I must have”, or “I can’t”, someone or something is controlling you, just like a nicotine addict that is controlled by his disgusting addiction to cigarettes. The person who controls his nicotine is his dealer and he is the junkie. Your attachment is your pimp. Others would use false guilt, shame, altruism and
lies to shackle us in their putrid prisons.

You were born naked and alone and that’s how you will die. Get used to it. We go through life trading our inheritance for a bowl of soup, selling our opportunities for the acceptance and false smiles of evil mystics, buying things we don’t need with money we don’t have to impress people who don’t care. We compromise our values and become sycophants because we believe we “need a job”. We trade time with our children for time with people we don’t like, because we “need the money”. We do what our masters program us to do. We drink our Kool Aid and obey. We are slaves to our attachments. We live lives of mediocre desperation, fear and frustration because of these meaningless, illogical attachments.

It doesn’t have to be that way. Cults, group dynamics, brainwashing, politics and mystics get rich and powerful because we refuse to question, stand up, oppose, speak up and disobey. You are not responsible for or beholden to other people. **You can break free from attachments.**

That is why my business is based on Joint Ventures. I do not have to depend on any one person, which means I can walk away from any business relationship at any time. Nobody can control or manipulate me. I have minimal overhead, no leases, no employees, no debt, and no geographical or business boundaries. I create an increasing number of passive income sources from a variety of different businesses and locations. My income is widely spread across multiple relationships and Joint Ventures. So I don’t have to compromise, kowtow or roll over for anyone. When someone tries to control or manipulate me, I can walk away from the relationship if I wish with relatively little financial consequence. I don’t provide consulting services and I don’t trade time for money, either. I can live wherever I like and still run my business. I can work in any business arena I choose and I don’t get bored. That is my business freedom: no attachments. Money buys choice, time, freedom, dignity and personal growth.

The book that conveys this message of objectivism better than I ever could is

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
“Atlas Shrugged” by Ayn Rand. Change your perception and philosophy and you will break free of attachments and achieve your goals. Regain your joy, dignity, self-esteem, enthusiasm and optimism. Be free. Your freedom is not negotiable – insist on it. You're an Eagle – get out of the hen house.

How to Tell if you Need Joint Ventures

If you check off three or more of the following...

1. My expenses increase along with my income – I just can’t seem to get ahead.
2. I experience “feast or famine” in my business – busy periods and quiet periods.
3. My profit margins are continually shrinking as costs increase.
4. My competition is forcing prices down.
5. It’s so hard to get good salespeople.
6. There’s more and more competition out there – we’re all eating from a shrinking pie.
7. I work harder and harder, longer and longer hours, just to stay ahead of the game.
8. Foreigners and immigrants offer the same products and services that I do, but much cheaper/my competitors hire cheap, illegal labor and undercut my prices.
9. My type of business is not as lucrative as it used to be/it’s a dying industry.
10. I can’t duplicate myself in my business so I can’t stop working.

DON’T sell your kidney on eBay. Don’t check the suicide clause in your life insurance policy. Don’t ask where you can buy an untraceable gun to kill your competitor (or customers!).

DO seriously consider the freedom, flexibility, and financial windfall that Joint Ventures offer you. Create multiple, increasing streams of passive income with no cost or risk, no overhead, very little time, no income or

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
geographical limitations… and all of this FAST with Joint Ventures.

How to Approach Someone for a Joint Venture

Before approaching anyone to do a Joint Venture you should have done your due diligence and established the integrity of that person. That’s why we encourage our Members of the DollarMakers Joint Venture Forum to work only with other Members who have agreed to abide by our Code of Ethics instead of strangers. That is also the reason why it is in our Members’ best interests to grow the Membership in order to expand their JV partner options. Doing your due diligence might mean a Google, a credit check, a Better Business Bureau check and even a police check, as well as talking with their competition, suppliers, vendors, landlords, customers, neighbors and staff.

Once you have established the integrity of your potential JV partner, learn as much as you can about their business from the same sources you used to do your due diligence, so that you are well prepared and knowledgeable about their business, demographic marketing target, profit margins, problems, aspirations, strengths, and weaknesses.

Here’s the kind of approach I would use. I would make sure that my packaging is intact so that I can project credibility, focus, professionalism, integrity, and success. Then I would deal only with the owner or decision maker. My approach would be based on what I had learnt about them and I would ask them questions like, “What is it that you want for your business? What problems do you need solved? What goals do you have?” before I start telling them what I can offer or what I know about them. You learn by listening, not by talking. Once they start telling you what they want and you interact with them, they will quickly realize that you have done your homework.

Remember that your target has no interest whatsoever in you or your goals or problems; they are only interested in themselves. You are there to help
them to get what they want, and you expect to be well paid for solutions you deliver. You will get that in writing. You will not be desperate. You are not a salesperson or an employee. You are their equal. You will not be managed or controlled – you will collaborate with them, and you will remove the risk and cost and time barriers to them doing business with you. The return on investment has to be good for both parties, not one-sided. Many of our members initiate the first meeting by sending the potential JV partner a copy of my book “Joint Adventures” (download your copy at www.LifeIsAJointVenture.com) and referring them to their Replicator Website. This sets the context and educates the prospect prior to your meeting.

**Ask this question:**
“If I can bring you closer to attaining your goals, what specific remuneration can I expect per customer/order/event?” Do not reveal your modus operandi, your sources, or your action plan or give them the names of other JV partners before getting the agreement in writing.

**Be very specific, make notes, and beware these red flags:**
They don’t make eye contact when they shake your hand.
They’re late for the meeting or late responding.
They take calls during the meeting.
They talk down to you.
They offer you ridiculously low incentives/commissions.
When you get a gut feeling that you are dealing with the wrong person, **leave. YAHOO! You Always Have Other Options!** (See below for more on YAHOO.)

Again, be very specific. People who say, “I’ll see you around nine” or “About a week from now” or “More or less 20%” are playing games and manipulating. If they refuse to be specific and commit, walk away. You do not need them. You are not attached. Hold them accountable to what they agree to. Make sure you can back out of any JV at any time should you

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting www.LifeIsAJointVenture.com
discover that you’re dealing with losers. Do not be awed by the appearance of wealth or success.

This mindset has made millions of dollars for JV Brokers. Be strong, professional, committed, focused, and sincere.

YAHOO!

If you have read my article above entitled “Attachment”, this is the natural follow-up. YAHOO stands for You Always Have Other Options. That is something that becomes clear when one understands Joint Ventures. Everybody is replaceable and nobody can control you or your business any longer. You don’t have sleepless nights and all of a sudden, you can live with congruency and integrity, which, according to Stephen R. Covey, is essential to happiness. Living according to your own values is not negotiable if you insist on a harmonious life. You always have other options.

I once had a meeting with a very smart mentor of mine, about a business problem I was experiencing. He told me, “Robin, you are emotional. You have come for my advice. I am logical and objective. I am giving you my opinion. I am not asking for your advice, sanction or permission. Don’t argue with me. That is my opinion and advice to you; take it or leave it. You have many options, which you might not see in your current state of panic. This, in my opinion, is your best option.” What wonderful advice! I took his advice and solved my problem.

The application of this knowledge that we always have other options is to realize that we are not aware of all our options but that somebody is. When you decide who you want to illuminate you as to your options, choose someone whom you like, respect and trust. Now when you go to the doctor, you don’t argue with him about his opinion – if you do, he should kick you out of his office. The same goes for your mentor – do not second-guess him – thank him, then take his advice or don’t. And if you don’t, don’t expect more where that came from.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
It’s important whose advice you take. Do not ask losers for their advice. I have met many “coaches” who need serious psychological assistance and “consultants” who should not be allowed anywhere near a business. They should rather find work as bureaucrats, mystics or politicians. Paul J. Meyer said, “Never be limited by other people's judgments, opinions, prejudices, or tunnel vision.” Once you have decided on your course of action, be single-minded, and don’t be distracted or slowed by the wrong people. Marcus Aurelius said, “The opinion of 10,000 men is of no value if none of them know anything about the subject.”

Pick ‘Em in Bunches

I was raised in South Africa and am familiar with grapes and vineyards. In Kelowna, British Columbia, Rika and I learnt more about the making of ice wine. And this piece has nothing at all to do with grapes, except for the difference between picking one grape at a time and picking bunches of grapes. It takes about the same amount of time and effort to get one customer as it does to get a thousand.

We always answer our own questions. If you ask, “How can I get ten customers?” you will perhaps find an answer that generates choices and actions that garner a maximum of ten customers. However, if you ask, “How can I get a thousand customers?” everything changes. Whatever we believe and conceive we can achieve. We choose and set our own limitations. Joint Ventures allow us to understand that we can, indeed, accomplish dramatically more by accessing existing databases, distribution, reach, and connection. And we can use JV’s to create a very compelling reason for people to assist us in gaining access to the prospects and then to persuade those prospects to actually purchase from us.

Five sales have to be made
First, you have to sell yourself on the fact that it is imperative that you share your important message with many people. You must be passionate and

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
committed to the value of your product and service.

Second, you have to **believe** that it is possible and likely that you can sell to 1,000 or 100,000 people. In order to gain this belief, you need a lot of evidence. You get that by exposing your mind to people and data that overwhelms any misgivings or pessimism absolutely. You have to sell yourself on this concept.

Third, you have to find the person who has access to, and the trust, respect and ear of, your prospective bunch of customers. And they have to be able to communicate effectively with them in your behalf. And you might have to sell someone on introducing you to this person.

Fourth, you have to create a highly compelling, selfish, urgent, **personalized** reason for them to eagerly sell you to their database.

Fifth, you need a product or service with so much added, unexpected, unique, persuasive, and convincing value that it creates an offer that your prospects will find very difficult to refuse. Again, you should use JV’s to create this powerful offer.

All the above can be done with no cost or risk. Elbert Hubbard said, “*In these days, a man who says a thing cannot be done is quite apt to be interrupted by some idiot doing it.*”

When a Joint Venture took my income from $4,000 to $20,000 per month in four days instead of four years, I understood the power of Joint Ventures at a cellular level. Understanding and implementing the Joint Venture Mindset and so growing your business or someone else’s business exponentially has very little to do with systems and **everything** to do with beliefs, conditioning, self-esteem, urgency, drive, support and **action**.

Schopenhauer said, “*Every man takes the limits of his own field of vision for the limits of the world.*” Let’s open our minds and start thinking big. **There**
are no limitations in the real world.

Getting There

Imagine traveling along in a car to an important meeting. In fact, the meeting is a life and death situation: if you don’t get to the exact location on time, someone will die! Or, if you do get to a certain destination on time, you will win ten million dollars! You would want to make sure your vehicle is in tiptop condition and fueled up, lubed, everything working perfectly, right? And you would need an accurate map and GPS, plus a fuel gauge so that you know you’re not going to run out of gas, and of course a speedometer so you know how far you have traveled and how fast – all the things we would naturally expect to have in place. We would be rested and alert and plan the trip very carefully.

Imagine if you were arranging an important wedding, meeting, or event, worth tens of thousands of dollars. You would spend time planning, checking, testing, and monitoring your progress. Yet very few people put the same amount of planning, energy, focus, and commitment into planning their lives. No wonder they achieve mediocrity at best.

This weekend Rika and I had a planning session. We are avid goal setters. When we set goals, we are aware that we are, in fact, creating the future in which we are going to live. We start off with what we want, why we want it, and by when we want it. Then we figure out how much that will cost, so that we have numbers to start off with. Then we work on how we can create the most amount of value for the most people and translate that into cash flow and wealth building. All of our goals are specific, measurable, realistic, exciting, personal and in line with our passion and values. We monitor our progress on the way towards our goals daily. We watch our speed, direction, detours, and results. We carefully assess what is working and what is not and change our action plans accordingly.

The planners and goal setters are committed, focused, relaxed, optimistic,
and confident, as opposed to those who drift aimlessly from fad to fad, never really committed, giving up at the first sign of discomfort. Goal directed people succeed magnificently and create massive value for those around them. You have to know what you want and how you plan to get it, and then take action, before you can create anything.

Be Not Discouraged – Fight On!

What is your self-image? How do you see yourself? When you look in the mirror, do you see a salesman, a wife, a worker, a leader, or a sucker? How would you describe yourself? Only you can decide how you wish to perceive yourself. This self-image has a lot to do with how you handle adversity. When you have a big vision and exciting plans, it’s a lot easier to boldly go where few have dared. However, when your objective is mere financial survival, keeping your job and towing the line, every little bump in the road seems like a major setback.

Albert Einstein said, "Great spirits encounter violent opposition from mediocre people." Do you see yourself as a great spirit? How motivated are you to make your dreams come true? Thomas Edison said, “I am not discouraged, because every wrong attempt discarded is another step forward.” Conformists and cowards are always ready to quit. They turn tail at the first sign of discomfort. In addition, they always blame someone else. They flit from one fad to another and never achieve anything of significance in their lives.

Frederick Douglass said, “If there is no struggle, there is no progress. Those who profess to favor freedom, and deprecate agitation, are men who want crops without ploughing up the ground, they want rain without thunder and lightning.” When your goals are worthwhile, important and valuable, your passion is high and your commitment will blow away any hindrances along the way. When you’re looking at the sun, you hardly notice the shadows.

On my bathroom mirror, I have large yellow sticker that says, “UNITED
STATES MARINE CORPS” and when I look at my pretty face I see this just above my head. My self-image is that of a warrior. I was drafted into the army at seventeen but I have always had some military involvement and interest, ever since I can remember. I love to watch the Military Channel. Recently in Hawaii, there was a military parade one day. I took more photos of the parade and the military aircraft and vehicles than anything else! True warriors do not retreat. They do not desert. Warriors are focused and courageous.

Sam Walton understood winning. He said, “High expectations are the key to everything.” The bigger your goals, the easier it is to overcome difficulties. To a warrior the enemy is a mere distraction to be destroyed and overcome on the way to victory. Losers worship obstacles – that is their excuse to be mediocre. They build statues to honor army deserters. Who is your enemy? Anyone who gets between you and your goals. Do not fraternize with the enemy. Chose your soldiers in arms carefully.

Ted Turner said, “Early to bed, early to rise, work like hell and advertise.” Whatever you focus on will increase. The only attention your enemy should get is whatever it takes to take him out of the picture – then get back to work. Be not discouraged. Be an Eagle. Fly high. Insist on winning. Set higher goals. Choose to win.

By Their Fruit They Will Be Known

Have you ever seen an apricot on an apple tree? Or a banana hanging from an orange tree? I can sit in my garage all day long, drink gasoline and make car noises, but that doesn’t make me a car. If it meows it’s probably not an Eagle. Most entrepreneurs are so focused on sales, profits, cash flow and time, that they don’t take the time to evaluate options and people objectively. The fact is appearances are only appearances – smoke and
mirrors. And the reason why we should be aware of who people really are, is that we must carefully choose who we spend our time with.

Bob Harrison teaches us that “Birds of a feather flock together, and that flock is going somewhere.” With whom are you flocking, and where is your flock headed? Harrison also says that if you want big fleas, you have to hang with the big dogs. Are you hanging with big dogs – big thinkers, or with losers? Your circle of friends and associates will largely determine your future level of success. Therefore you have to be very careful with whom you mix. You can’t judge a book by its cover – you have to read it in order to judge it accurately. The people you bump into in a McDonald’s are different from those you meet at the Hyatt. Where do you spend your time?

At a meeting of the DollarMakers Joint Venture Forum, I introduced two people and I was paid a commission of 25,000 shares in a company. Those people don’t spend a lot of time in MacDonald’s. Successful people don’t think in terms of shortage, scarcity and doubt; they believe in abundance and winning. They are optimistic. They take risks. They spend money. They don’t make weak excuses. We earn within 10% of the income of the people we spend the most time with. If someone tells you he is a top business consultant and you find out that he works part-time in a government job, guess what? He’s a loser. He’s a liar. He’s a liability. Dump him, bump him, and move on. We know that if we change our thoughts, we can change our world. Your thinking is determined largely by the people you socialize with.

Back to Bob Harrison. He says like attracts like. Georges hang around with Georges (a one-dollar bill) and Bens hang around with Bens ($100 bill) and buy Mercedes Benz’s! Who are you spending time and working with? Who belongs to your club? Abraham ($5) is a good guy, and Andrew ($20) is also a good guy, but if you’re serious about success, hang with Ben Franklin. Now George might impress you, but when you take him to the bank, he is only worth a dollar. Spending time with Ben Franklin is worth a hundred times more than spending time with George Washington! Classify your friends and decide if you want to share their future or create you own.
You cannot change people, so don’t try; move on to winners. When you want apples, make sure you’re climbing a ladder that is leaning on an apple tree.

**When We Feel Like Killing a Customer**

We’ve all had that feeling of dread and discomfort when a certain customer darkens one’s proverbial door, haven’t we? I remember the last consulting client that I fired. I swore I would never consult again, and my level of peace and motivation has climbed steeply ever since. In fact when I got home Rika said, “You look radiant! Did you fire another one of your clients?” He showed up in the restaurant in the customary sunglasses (big clue there) and I recognized that feeling that urged me to seek out a nice Benelli M3 shotgun and put him out of his misery. It would save a whole lot of people a whole lot of hurt. He is one of those “big fish in a very small pond” who believes his own publicist – not that he can even spell the word. I think you get my drift.

I was having lunch with a Member recently in Beverly’s on Main at Wasaga Beach in Ontario and she told me how she used to fire customers in her hair salons years ago. She said that the whole atmosphere in the salon would lighten and improve when a “difficult” client was let go. In the DollarMakers Joint Venture Forum I have refused Membership, fired Members and refused to renew others when we find that we have hooked a rotten fish. As business owners, we simply cannot afford to accommodate rotten apples and we have a responsibility to our other members, employees, customers and associates, not to allow “customer contamination”.

The good news is that, sooner or later, people will reveal who they really are. They start off with a good impression (unless you’re really tuned into your intuition or have a clever wife like Rika) and from then on it’s a slippery slope because they cannot consistently act in a way that is not congruent with their real values. The problem is they can hurt some of your
staff and customers along the way. The same goes for employees – they can do a lot of damage before you wise up and fire them. How can we apply damage control early?

My scuba diving instructor used to say, “Equalize early and often.” Let’s apply this to a system for keeping our businesses clean and free from the wrong people. First, do a lot of due diligence and checks. Do your homework. Ask the competition, employees, vendors, and customers of the person applying to get involved in your life. Second, make sure you have created a way to get rid of people legally, quickly and easy. (Not with the shotgun.) Third, constantly monitor behavior and look for red flags. The red flags that I look for are showing up late, canceling appointments, not keeping their word, addictions like nicotine, alcohol, pot, sex, food or ego, and personal presentation. (They can be immaculately groomed but if they stink of tobacco, they might as well leave right now.) Be aware.

How does an organ grinder discipline his monkey? True story: if he beats the monkey, the monkey will lose all creativity, fun, and initiative and withdraw. So on a regular basis he kills a chicken in front of the monkey. Just to remind the monkey to behave. When you keep your operation clean and consistently remove the sociopaths and losers from your life, you will find the quality of people that you attract improving all the time. Be very loyal to the sheep and merciless with the wolves. It works for me. By the way, the Benelli M3 can be used in both Pump-Action and Semi-Automatic modes.

**Cross-Sell Your Joint Ventures**

The reason it’s smart to have multiple Joint Ventures running concurrently is that you can avail yourself of the lucrative opportunity to cross sell them. Concomitant strategic alliances make it possible to piggyback logical values to similar demographic models and to bundle products and services with those from other JV partners. When you only have one or two JV’s running your options are limited. However the more processes you have running in

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
tandem, the more choices you have to create additional value for all concerned.

Imagine, if you will, three Joint Ventures between suppliers and consumers, running in parallel:

1. You have linked a computer repair business with a seminar leader/trainer who teaches business owners how to improve their marketing and you get paid on all resulting business that the seminar leader gets.
2. You have set up a referral system between three insurance salespeople and an ad specialty/corporate gifts business and you take a piece of all the ongoing profits from the ad specialty business.
3. You have contingency advertising running that sells printing services and you share the printing profits with the advertiser.

All three of there JV’s deal with the same, basic demographic, or target market, so you can have fun cross selling them. For example, can the people who buy the training in JV #1 also buy corporate gifts and insurance from JV #2? Can all of the people in JV’s #1 and #2 buy printing services offered in JV #3? You see what I mean? You have a lot of options here, with a known market and established relationships. Why go outside your warm market when it’s faster and easier to work with your NEER (Naturally Existing Economic Relationships)?

Don’t think linear – think of your JV’s as you would a PERT Chart. When I was a Work Study Officer (Organization and Methods) I learnt about the power of this graphic depiction tool that can be used to effectively track concurrent JV’s. Take a look at the information available on PERT diagrams on the internet. It’s not as complicated as it might at first seem to be, and it will give you perspective and control, no matter how simple or complicated your JV’s are. More importantly, it helps you to maintain your objectivity.

Members of our DollarMakers Joint Venture Forum prosper when they keep their JV’s “in the family” using the above principles, and save a lot of time
educating people as to why they should pay ongoing, generous commissions. With over 500 Members in nine countries and growing almost daily, the sky’s the limit.

A Turkey Vulture?

It was soaring high over the Grand River. Coming from British Columbia, where there are many eagles, I automatically assumed it was an eagle. I had the privilege of staying at the lovely River Ridge Bed and Breakfast in Paris, Ontario, recently, while I conducted some seminar and talks on Joint Ventures. When I mentioned the “eagle” to one of the delegates, who is a wildlife expert, he told me that there were very few eagles there and that what I was looking at was a turkey vulture. Two days later, Member Paul Dawson pointed out a few of these birds waddling around on the side of the road. Ugly! It reminded me of a friend of mine who said of a woman he had been ogling, “Nice from far, but far from nice.”

When business owners are tired of experiencing the ups and downs, “feast or famine” of seasonal business cycles, the pressures of price wars, the ineffectiveness of conventional advertising and the long hours and hard work, they look for alternatives. And that’s when they are vulnerable to the schemes and dreams out there that often look like soaring eagles but are, in fact, turkey vultures. Those appealing and attractive opportunities are often not what they seem to be. But desperate people tend to do desperate things and we see what we want to see. When one is clutching at straws one is not entirely objective. And so even more precious cash flow evaporates like the morning dew on a hot, summer day. A downward spiral.

When distinguishing between an eagle and a turkey vulture, remember that turkey vultures hold their wings in a “V” shape and search for dead bodies.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
They are easy to identify, even at a distance, once you know what to look for. How do you differentiate between an Eagle business tool and a turkey vulture option? I think it is important to have some guidelines. First, do your due diligence on the person offering you the deal. Is he actually using the tools or just making money from selling them? Can you contact him? Do you even know what his address is? Did he make his money a while back and now teaches outdated techniques for exorbitant fees? Is the option very expensive? Do you have easy access to others who used the tools so that you can ask them for one-on-one testimonials? Are the followers successful, or are they the usual seminar junkies?

Let us learn from carpenters when selecting new business tools and money-making opportunities: measure twice, cut once. The scams, like turkey vultures, deal with dead bodies – has-beens – while Joint Ventures is an Eagle tool for creating wealth by opening our minds and allowing us to soar to great heights with no cost or risk. Judge opportunities by the people who are involved in them, but always use your common sense.

**Joint Venture Jitters**

Some common questions that come up for people who are unaccustomed to the Joint Venture Mindset can deprive them of the wonderful benefits of this powerful business tool. Preconceived ideas, misconceptions and biases, often the result of collectivist conditioning about what is ethical and right, deny them access to the potentially exponential value and reciprocity inherent in the JV Mindset. This is not surprising, given the fact that most small and medium business owners, and especially employed (and self-employed) people still operate with cumbersome, expensive and risky industrial age business paradigms that limit, tire and frustrate them. Think cold calling, fear of competition, scarcity thinking, risky advertising and marketing, high overhead, selling time and minimally productive “business networking” meetings.

“I can’t ethically refer someone or some product or service if I am

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
receiving compensation for any resulting business.” Yes, you can. In fact, when the service provider pays you for the referred business, thereby radically reducing his risk and acquisition cost, his price and exposure are lower, resulting in a better deal for the referred customer. The vendor is paying to acquire the customer anyway. Instead of risky advertising that often doesn’t work, why should he not pay for results instead of promises and thereby stay in business long enough to provide the on-going service and support he is promising to his customers? The marketing and advertising choices of any vendor have nothing to do with his customers. And in a capitalist society you are allowed to be paid, compensated and rewarded for any value that you create.

“I have to disclose the fact that I am being compensated to the person I am referring.” No, you don’t. It’s none of his business, any more than your private budget or profit and loss statement is. When someone is thirsty and you direct them to the water vendor, they don’t care what your relationship with him is. They will be offered a product or service by that vendor and they will decide whether or not to accept it. If they do, you are entitled to be paid by the vendor. He should not hike his prices to accommodate your referral fee or commission, but even if he does, that is between him and his new prospect or customer. People do business by choice. Nobody is being forced or coerced.

“But I have always given people referrals and I never get paid.” That’s fine. Would you like to get paid? You don’t have to, of course. It’s like paying for a $25 meal with a $100 note and being too embarrassed and confused to take your change, or working for your boss for a whole month and then suggesting he keeps your salary to buy his wife a nice gift. Good for socialists and leeches, but not for real entrepreneurs.

“But I have been told I have to focus on my core business and I don’t want to be distracted by doing other business (JV’s).” Joint Ventures should be conducted with minimal time, cost and risk. They don’t distract but they do create value and improve relationships, which will automatically

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting **www.LifeIsAJointVenture.com**
decrease your customer attrition rate and increase referrals, goodwill, average transaction amount, and more. In addition, they will create multiple streams of passive income for you at a 100% profit margin, straight to your bottom line. If you learn from dinosaurs you will probably share their lifestyle. Don’t take advice from turkeys and expect to soar with eagles.

I know it’s hard to break free of restrictive, outdated conditioning, so we have created an ongoing support system that will help you shift your mindset and understanding to a place where you work smart and not harder. Consider joining the DollarMakers Joint Venture Forum. Don’t get shook up – hook up – with winners.

Perseverance

"I do not think there is any other quality so essential to success of any kind as the quality of perseverance. It overcomes almost everything, even nature." – John D. Rockefeller

Are you experiencing a difficult time and perhaps considering giving up? The key to real, lasting success is perseverance. It is the hallmark of Eagles. Champions win because perseverance is part of who they are, and it is reflected in every aspect of their lives. It separates the men from the boys. It is based on a strong foundation of self-discipline. Eagles will never tell you, “I’ll try”. They don’t make excuses. They make it happen. Samuel Johnson said, “If your determination is fixed, I do not counsel you to despair. Few things are impossible to diligence and skill. Great works are performed not by strength, but perseverance.”

Look at the lives of successful people and you will find an iron will; a steel fist in a velvet glove. They know the secret to success is to persist and persevere. These people don’t doubt their own ability and they expect to win. “The Holyfield Way: What I Learned about Courage, Perseverance, and the Bizarre World of Boxing” by James J. Thomas and Evander Holyfield is one of the most inspiring books around. Do yourself a favor – at
least read the Amazon.com reviews. Norman Vincent Peale said, “If you want to get somewhere you have to know where you want to go and how to get there. Then never, never, never give up.” When you decide that nothing and nobody is going get between you and your goals, you have already won! It has to happen in your head and your heart and deep down in your gut before you will take the necessary action and get the results you want.

There are two kinds of people in your life: those who will encourage, challenge and inspire you and those who will discourage, depress, sabotage and undermine you. Get rid of the latter. Remove them from your life. They are poison. They usually hide behind “I care about you”, smiles and “tact”, but believe me, they are hell bent on your failure. The former, on the other hand, will stand by you, support you and remind you when you slack off. Seek them out. They are headed in the same direction that you are. Team up with them – Joint Venture with them. They don’t even consider the possibility of failure, and neither should you.

Napoleon Hill said, “Persistence is to the character of man as carbon is to steel.” Demand that of yourself. Insist on winning. Do not give in to greed, sloth, attachment or fear. Be resolute and firm. Do not take “No” for an answer, and you will join the Eagles who always end up winning. They may be bloodied and scarred from battle, but they are the victors. Don’t quit – you deserve to win!

“I have not failed. I’ve just found 10,000 ways that won’t work.” – Thomas Edison

Fire or Skunk?

When driving home to our apartment, Rika and I saw a skunk waddling along the sidewalk. We had never seen a skunk before, but we recognized it from pictures and movies we have seen. It was great to see our first skunk! We parked the car, got into the elevator and smelled something burning. As the elevator rose to our home on the eleventh floor, the smell got stronger.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
We were convinced there was a fire and surprised that the fire alarm hadn’t sounded. Our Chinese neighbors were outside our apartment and they were worried about their aged parents and the smell of fire. As the smell continued to increase, I decided to call 911. I told the operator I wasn’t sure if it was, indeed, a fire, but they said, “Better safe than sorry. Hit the alarm, sir. We’re coming.”

Three fire trucks arrived within four minutes and as they arrived one of our neighbors rushed up to them, holding his dog, Prince. He told us that the skunk we had seen (or a friend of the skunk we had seen) had sprayed Prince. One of the firemen said, “I know the smell of skunk!” I was really embarrassed but the firemen were very gracious and forgiving – they’re used to dumb immigrants like me! It was a relief and also an education; the smell hung around for days afterwards, even though the skunk never even entered the building. Poor Prince. But he’ll survive.

Sometimes in life, we interpret a relatively harmless, albeit uncomfortable skunk smell as a dangerous, life-threatening fire. That happens when we lack information and objectivity. And it could cost us money – what does it cost for three fire trucks to make a call? When you’re scared or emotional, you sometimes “leap to confusions” as I did. That’s why it’s so important to build a strong support system of smart, successful, positive people in your life and in your business. One phone call can change panic into peace and perspective. Often, we overreact to innocuous irritations. As a great speaker once said, “A lump in the throat is an inconvenience; a lump in the breast is more serious.” Usually, all we need is more information to resolve a sleepless night and sweaty palms. But it’s very important to determine the correct source of that information. When my information was from equally uninformed immigrants, I remained in the dark. You’re richer than you think and often your mountains are really just molehills. A dangerous fire might just be a wandering skunk.

There are a lot of people out there offering incorrect information to vulnerable people. We need to make sure that we’re getting appropriate

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJoinVenture.com
information at all times. When you’re about to strut out onto an icy lake, you might want to first ask a few local yokels if it’s a good idea. When you decide to spend your life savings on the latest get rich quick scheme or a mutual fund perhaps you should secure the counsel of a trusted third party who understands money and business, not a bank manager. (If your bank manager understood business, he’d have one.) Asking a virgin about childbirth is equally ridiculous. If you asked me about the smell of a skunk two weeks ago, I would give you the wrong information.

Too Many Ladders

Imagine if you had ten ladders lined up against a wall. Each ladder is different; each has problems and challenges. For example, one has a few rungs missing. Another has wet paint on it. Yet another is rickety, one sways and one is very narrow. At the top of the wall is a treasure chest. Most people start at ladder number one and they climb a few rungs but then things get difficult – there’s wet paint or a missing rung, for instance, so they get down and rush off to the next ladder. After a few rungs, they get scared because this ladder sways, so they climb back down and rush off to ladder number three. Time is passing, but they keep on trying a new ladder. Suddenly, they realize that they’re fifty years old and still going from ladder to ladder. Meanwhile, their friends stuck to their ladders and arrived at the top a long time ago.

I meet a lot of “seminar junkies” who rush from course to course, seminar to seminar, scheme to scheme, opportunity to opportunity, paying good money every time and never hanging in there long enough to make it work. Up a few rungs and then, when the going gets tough, they go shopping for the next ladder. And of course they always have multiple excuses why they didn’t hang in there long enough to climb to the top of the ladder. Like the man who chases two rabbits – he doesn’t catch one. Or the woman who tries to ride two bicycles at the same time. Doesn’t work. Jack-of-all-trades, master of none, or master of fun, but not a master of success. Sooner or later, we have to decide on the ladder we want to climb to financial success,
independence and freedom. Then stick to it. Before you know it, you’ll be counting the treasure.

Every ladder has its problems; not one is perfect. It won’t be easy, but one needs to choose a ladder that is going to work best. I like to choose a ladder that has the greatest potential, the least risk and cost, the most support and the one that is fastest to climb. I like a business that has universal appeal with no limitations or borders and one that I can be very creative with. I want the security of knowing that my risk and time required is minimal. That’s why I choose Joint Ventures. Because with JV’s I can help and encourage those who are behind me on the ladder while receiving assistance and advice from those who are ahead of me.

“Money Isn’t Important to Me” – REALLY?

When someone says, “money isn’t important to me”, or “I don’t do it for the money”, you know they have no money. People who have earned their money and created wealth understand the importance of money. They would never say that money is not important. People who have inherited wealth and live off someone else’s hard work often don’t understand money – they might know how to spend it but not how to make it. Money is what pays for our food, clothing, transport, education, medical care and housing – how could it not be important?

I talked with a man who told me that money is unimportant to him. I asked him who paid for the medical assistance he receives, the clean environment he enjoys, the fire trucks and ambulances and police that will arrive at his door within minutes should he dial 911… He replied that the government paid for it. I reminded him that the government got its money from producers and creators of value wealth in the form of exorbitant taxes. The government does not create wealth. Money is the barometer by which creators measure the value they produce. In a purely capitalist society, we are paid in direct proportion to the value we create. The amount of money earned by a union member has very little to do with the value created by that

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com

person. (Try using an airline with unionized employees and see how bad the service is.)

In today’s society we need to remember what money is all about. Often, the people who are the most greedy and lazy are the same ones that profess disinterest in money. The mystics and academics, bureaucrats and second-handers have successfully foisted their collectivist philosophy on many people who cannot or do not choose to think for themselves.

The best description of money and capitalism I have found is in the “Money Speech”, written by Ayn Rand. Here’s an excerpt: “‘So you think that money is the root of all evil?’ said Francisco d'Anconia. ‘Have you ever asked what is the root of money? Money is a tool of exchange, which can't exist unless there are goods produced and men able to produce them. Money is the material shape of the principle that men who wish to deal with one another must deal by trade and give value for value. Money is not the tool of the moochers, who claim your product by tears, or of the looters, who take it from you by force. Money is made possible only by the men who produce. Is this what you consider evil?’”

I wear a small, gold dollar sign on my lapel. It reminds me of my core philosophies of freedom and responsibility. I refuse to trade my freedom and dignity by violating my values, and money buys that freedom. I create wealth by creating value. The amount of freedom I enjoy is directly proportionate to my production, innovation, and creativity. I am solely responsible for my life and lifestyle. I will not steal from others or ride on the backs of others. The dollar sign inspires and motivates me, by reminding me how fortunate I am to be in a position to create any amount of value I wish, in a free country. The only limits I face are self-imposed.

Recently I heard on the radio about a woman in Canada who needed a knee operation. She was on an eighteen-month waiting list. Her physician advised her that the only effective painkiller would cause her to become addicted to it. She had to become a drug addict for eighteen months in order to cope
with the acute pain in her knee. After her operation she went into a drug rehabilitation center for six days. The operation would have cost her $25,000. Tell her that money is not important.

**Maximize Your Results (Using the Same Resources)**

You have a choice between two meetings. One is a meeting with someone who can add $100,000 to your revenues and the other one can add $10,000. Which meeting will you attend? You can make one of two phone calls. You can allocate time to only one activity at a time. You have a limited amount of time to dole out. Your resources are finite. You can only read one book at a time. You want to leverage and duplicate you efforts. What if you had a checklist that you could use to objectively evaluate the reasonable, potential return on your investment and thereby make better, more lucrative choices regarding the sensible assignment and strategic distribution of your time and capital?

Many people make choices based on guilt, popularity, comfort, convenience, and fear, rather than on practical and logical considerations. Large companies are bottom line oriented and they have shareholders scrutinizing their choices, whereas small business owners can act anonymously, compromise, justify poor decisions, and ignore flawed evaluations. What do the big corporations do differently? They are acutely aware of the cost of their time, equipment, and assets. They report to controllers and accountants who are not emotionally involved and expect to see optimal expediency. So let’s look at some useful, guiding criteria for the expenditure of our irreplaceable time.

Set benchmarks for your expected return on investment. Will you look at any Joint Venture or sales opportunity under $1,000? Does it have to result in repeat sales and therefore passive income? What is the minimum potential you look for and do you choose between two options based on their potential and risk/return equation?

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
What are your standards for the people with whom you do business? Do you compromise? What values and ethics do you insist on? What disqualifies people from the opportunity of doing business with you? How many lies will you tolerate? How about punctuality, professionalism, and reputation? **Do you walk away when you see there's something fishy going on, or do you turn a blind eye? Are you a victim of situational ethics, brought on by blatant greed?**

What steps will you take to evaluate an opportunity before physically attending a meeting? What organizations/types of business are not qualified to work with you, based on your values and Mission Statement? For example, would you do business with someone involved in pornography or any particular religious cult?

What has to happen for you to turn an opportunity down? Under what circumstances will you walk away from a business relationship? What standards or measurements do you use to assess opportunities before spending time and money on them?

I personally only do business with Members of the DollarMakers Joint Venture Forum and if they do not abide by our Code of Ethics they are fired. I do not get involved with people who are involved in certain types of businesses or certain religious and business cults. Most of my Joint Ventures are “no money, no risk” and I pay only for performance. I have a specific period during which I seek real results – after that time we either change tactics or cut bait. Lying, manipulation, and deception disqualifies people from my world. I do not do business with people in certain countries or with socialists, altruists, politicians or collectivists. The more selectively you allocate your resources, the more you value your time and insist on optimal leverage, the higher your standards, and the less you compromise your values, the happier you will be.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
and the more money you will make.

**Do Less! Think More!**

Two farmers enjoyed the same size of land, the same weather, the same marketplace and opportunities, pricing and labor availability. One was the father of my friend, Louis. One day the neighboring farmer visited Louis’ dad and said to him, “You know, Mr. Boschoff, I don’t understand why I work hard from dawn till dusk, while you spend a lot of time talking with your friends and sitting on the porch smoking your pipe, yet your farm makes you rich and I am close to bankruptcy. Why is that?” According to Louis, his dad replied, “That is because you work too hard. You should be thinking more and working less. I plan and discuss and cooperate with my friends while you are laboring.”

When I applied to immigrate to Canada, I used my training, certification, and credentials in Work Study (Organization and Methods) to qualify for acceptance.

**Dictionary:** “*Work Study noun 1. An investigation of the most efficient way of doing a job, especially with regard to time and effort.*”

When people say, “work smarter, not harder”, they remind us that we are no longer laboring in the Industrial Age. In this Information Age, there are literally no limitations on people who use their heads instead of their hands to create value. Laborers and other people who sell their time may as well be slaves. They’re really no better off than prisoners! When you sell your time, you sell pieces of your life that you will never be able to recover. You should only spend time on things you absolutely love doing. If you make money into the bargain, that’s great. But few people get rich by selling time.

By using Joint Ventures to borrow and leverage other peoples’ underutilized time, resources, credit, reputation, services, equipment and products, you don’t try to recreate the wheel and you fast forward your success in a

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
win/win way. Together, we can do amazing things. Successful people and businesses piggyback on distribution, advertising and access, so they alter the time and effort equation. As a Work Study Officer I found ways to remove entire sections from work processes and still get the same results. When I was asked to do work study in a government department, I showed them how to fire 40 people and still get the same results. Unfortunately, government is more interested in politics than profit, so they turned down my proposal. I fired my boss and started my own business. Louis Boschoff gave me a Tony Robbins book as an “Independence Day Gift” and I took my skills into the wonderful world of capitalism instead of bureaucratic collectivism.

When you think more about leverage (the more you learn, the more you earn), you can work less and have more time to play and have fun. Louis Boschoff bought a real estate office (with no money or risk) and became a millionaire in two years. He applied what his farmer father had taught him. This article is dedicated to the memory of that smart man who taught me much. Thanks, Louis. Rest in peace, my friend.

If You Want Peace, Prepare for War

What separates the truly great from the mediocre, the winners from the losers, the pretenders from the contenders? What is it that spurs certain people on to magnificent achievements while others choke bitterly in their dust? There’s an old and true military motto, “Si vis pacem, para bellum” from Flavius Vegetius Renatus circa 375 AD: “If you want peace, prepare for war.” When you want something badly enough, you will fight for it. It’s the old “live free or die” kind of approach. Watch what people do and you will see their true level of commitment.

Ayn Rand spoke about this kind of bulletproof resolution. “There are two sides to every issue” she said, “one side is right and the other is wrong, but the middle is always evil. The man who is wrong still retains some respect for truth, if only by accepting the responsibility of choice. But the man in the
middle is the knave who blanks out the truth...” Fence sitters and cowards exist in a moral fog where they never really commit to anything but their hatred of success. Achievers are prepared to fight to the death.

Roosevelt said, “It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face in marred by dust and sweat and blood; who strives valiantly; who errrs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat.” Winners don’t cut and run. They are in the fight until the end. They stay the course. They know that anything worthwhile will take a bit longer and take some doing. They understand that they will face a few detours, disappointments, and distractions.

They expect the unexpected. They are warriors who realize that war is war. They don’t make excuses or expect the state or mommy to help them. They don’t find the strongest people to blame for their inadequacies, spinelessness and weakness. They bounce back courageously and fight on. They are the “steel fist in the silken glove” – when you push them, you find out with whom you’re really dealing.

During my years working with entrepreneurs, I’ve learnt an important lesson: You can put a loser into the best business with excellent products and a great market and he will fail miserably. But you can put a winner in a failing business with no hope and he will turn it into a wonderful success story. It has very little to do with your circumstances – winners can turn lemons into lemonade, every time. It’s who they are.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
This is the **Entrepreneur’s Credo:**

I do not choose to be a common man -
It is my right to be uncommon … if I can.
I seek opportunity … not security.
I do not wish to be a kept citizen,
Humbled and dulled by having the State look after me.
I want to take the calculated risk,
To dream and to build. To fail and to succeed.
I refuse to barter incentive for a dole;
I prefer the challenges of life to the guaranteed existence;
The thrill of fulfillment to the stale calm of Utopia.
I will not trade freedom for beneficence
Nor my dignity for a handout
I will never cower before any master
Nor bend to any threat.
It is my heritage to stand erect, proud and unafraid;
To think and act for myself,
To enjoy the benefit of my creations
And to face the world boldly and say:
This, with God’s help, I have done.
All this is what it means to be an Entrepreneur.
(Excerpt from “Common Sense”, written in 1776 by Thomas Paine)

If you want peace, prepare for war; prepare to **fight** for it. And peace will be yours.

**Unlimited Potential**

Wrap your mind around this one: if every car that crossed the Port Mann Bridge each gave you just one dollar per month you would earn $300,000 per month. Every driver could afford one dollar per month, and all you would have to do is give him a

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
reason to pay you. When we look at the amount of potential surrounding us, we realize why some people become fantastically rich, while others battle merely to survive financially. The tollbooth analogy works well when you think of the richest man on earth, Bill Gates – he gets paid on each transaction. Like royalties to recording artists or authors. It doesn’t matter who you are or what you do – all you need to do to partake in profuse and proliferate prosperity is to set your tollbooth up. Once you understand the mindset, it’s easier than you might imagine.

First, you need to find traffic – like the cars going over a bridge, a stream of people buying at a certain place, a flow of distribution (like a river, where you simply divert the flow through your bank account and back into the river again) or a movement or process of business. Then, think of a logical addition of value to that group, product, or process. For example, a thousand cars park all day, every day in the sun while the drivers leap onto a train to go to work in the city. That’s the flow. What do they need/want? How can you add value to them? Perhaps they need those windshield sun protectors so they don’t get into steaming cars and their car interiors are protected. That’s the value.

Next, you need access to those people. For this, we use Joint Ventures. I might want to skip off to the nearest dollar store and buy a few hundred sun protectors and then sell them to the drivers as they head for the train, but I might need permission to talk with them. I could arrange a profit sharing deal with the person who can give me this access or introduce me to the drivers. Then, I need to remove risk, cost and time from the Joint Venture opportunity. I don’t want to be stranded with five hundred sun protectors that I can’t sell! Could I take orders for the sun protectors or get them paid for in advance or get them on consignment? That way if I don’t sell any I don’t lose anything. I could Joint Venture with the person who owns the dollar store, right? And to remove time, could I have someone else do the actual selling and share the profits with them? This is a simple example, but the principle works with million dollar deals as well as with small businesses.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Finally, how can I add to a successful Joint Venture? I now have a captive audience or database. What else do they want and need? There are millions of dollars and opportunities and underutilized resources just waiting for you to take advantage of them. Once you realize that you can create bridges and set up tollbooths at will, in any area, industry, or situation, with no cost or risk and very little time, you can remove all financial barriers from your life. You can create multiple streams of passive income by understanding the power of Joint Ventures.

What is Your Motto?

What is your motto for your life? The Elliott Family Crest contains the motto, “Fortiter Et Rechte” – **bravely and truly**. My personal motto is “Freedom at Any Cost”. Your motto tells you a lot about yourself, your values, purpose and beliefs, your goals and your philosophy. And using your motto correctly can empower and revitalize your life. When I come home the first thing I see on the wall is the Elliott Crest and my father’s ceremonial Air Force dagger. It reminds me of my warrior mindset, the love and support of my family and my motto. There are some really motivating and inspiring mottos out there, especially military mottos. Look at these:

- The Pain is Temporary; The Pride is Forever (Israeli Military)
- Who Dares Wins (English SAS)
- Through Adversity to the Stars (Canadian Air force)
- Fortune Favors the Brave (American 3rd Marine Regiment)

A motto that is displayed, remembered and honored will help to focus and ground you. How would you feel if you were entering a difficult situation and you repeated your motto, “Any Time, Anywhere, Any Weather” (USS Salamonie) – would you be more resolute? Would you be more determined? How about, “Do Right, Fear No One” (Norwegian Artillery)? If you were to repeat your motto on a regular basis, it would strengthen and encourage you. What about creating a wall plaque, a desk sign, a banner, a screensaver, an

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
email signature with a strong motto that really worked for you? It would tell the world a lot about you as well, of course. (When I see some loser wearing a marijuana leaf pendant, I know exactly what his motto is.) Here are some you might want to consider for yourself:

Can and Will
Deeds not Words
Rise Above the Rest
Yield to None
The Higher I Climb, the More Gallant I Am
Bound to Win
Hard as a Rock

If you’re religious, here’s an opportunity to use your favorite verse, like “I can do all things through Christ who strengthens me.” One of my mentors, whenever you asked him how he was, would reply, “I’m Happy, Healthy and Successful.” Isn’t that great? What you say and believe becomes a self-fulfilling prophecy. The DollarMakers Joint Venture Forum motto is “Together, we do amazing things.” What do you call yourself? I’m the Prophet of Profit.

Let’s use this powerful motivational tool – it’s free!

Leaping the Barriers to Massive Success

We only leave our comfort zone when we exceed our pain threshold. When the pain of change is less than the pain of the status quo we take action. On the other hand, if the incentive is large enough (everybody has his price) we will be ready to make the changes necessary. We know that if we keep on doing what we’ve been doing, our circumstances won’t really change much. They might deteriorate, of course. How can you manipulate your mind so that you take the action that will help you eagerly leap over the barrier of your comfort zone and achieve massive success?
The way we perceive our circumstances, including our comfort zone and opportunities, is a subjective choice. We choose the interpretation we afford our lives. Change your perception and interpretation, and you can be overcome your addiction to comfort, break through the barrier to unparalleled success and be free. Nobody likes change or risk. But what is the risk of staying where you are? What are the benefits of change? What are the potential rewards? Will you see the glass as half full or half empty? How can you create a support team that will inspire, encourage, motivate, and assist you through the change?

Let’s use a simple example. A salesman hates his boss and is slipping deeper into debt every month. His production is getting worse. He’s at the bottom of the sales chart in the office. His marriage is starting to suffer and his self-esteem is diminishing daily. He is starting to show loser signs – drinking too much, smoking, buying Lotto tickets, and suffering call reluctance. He knows this, so he keeps very busy with administrative work, his service club, and any activity, which carries no risk or makes him feel better about himself. He is hiding. He gets offered a new job or business opportunity. This one pays commission only and carries no base salary (he gets a base salary in his current job) but has huge potential. He decides to stay in his job: “Better the devil you know than the one you don’t know,” he whines. “I don’t want to fall from the frying pan into the fire,” he whimpers. “I can’t afford to take more risks,” he sobs. So things get progressively worse.

Perhaps he thinks he’s lazy. “Lazy” doesn’t really exist. Lack of motivation and the fear of pain exist. His call reluctance and sleeping in while his mommy (wife) goes out to earn more money is really his way to avoid the pain of rejection and facing reality. He won’t be “lazy” if he has to go and collect a four million dollar Lotto winning, will he? I think not. He’ll stay up all night and work like crazy to get to the Lotto office. How about if he got as excited about his new opportunity as he does about winning the Lotto? What if he focused on the potential, the solutions, the fun, or his new job offer? What if he really started believing that it will change his life for the better? How about he starts accepting that within a short while, if he
continues on the path he is on, he will lose his wife and kids, job, house and self-respect?

When we start to mentally and emotionally attach enormous pain to our present circumstances and the consequences of not changing direction, and associate massive pleasure to leaping over the barrier of our comfort zone, it gets easier to do the right thing. And if we have a group of enthusiastic, honest, successful, and courageous friends to support this smart move, we’re on the way to unprecedented success and joy. When we focus on what we want, (dignity, self-respect, abundance, happy family, freedom, success, peace of mind) instead of what we do not want (fear, debt, tension, stress) we can handle the discomfort of change. Especially when we have a strong support system. **Then we can achieve massive success.**

**Casting Off**

Lucinda was enmeshed in three different network marketing companies, two seminar programs, a sleepy, non-productive service club and a dead-end job. She complained to me that she just didn’t have the time or money for anything new, in spite of the fact that she was going nowhere fast. Too many people are mired in time-consuming, money-wasting, distracting activities and thought processes that effectively prevent them for moving on and reaching worthwhile goals. Or they leap from one “opportunity seminar” to the next, spending time and money, and never taking consistent action. They grab every fad, from self-development courses to internet wealth schemes to currency trading to MLM to real estate investment, take a few bites, discard it, and go running off to the next one.

When ground staff used to remove the wooden blocks from in front of the wheels of aircraft, they used to announce, “Chocks away!”

You have to leave the shore in order to reach Treasure Island.

You need to remove certain activities from your 24 hours in order to make
place for new activities.

And when your fishing line is caught in the rocks, you need to “cut bait” if you want to continue fishing.

There comes a time when you have to clear the decks, cut bait, close accounts, resign from committees and clubs, and remove all non-productive activities and commitments from your life, so that you can concentrate all your resources, attention, and energy on something that is really going to work. Cast off from the deck of mediocrity and quiet desperation. Cut the losers and pessimists out of your life. I have found that the people who focus and apply themselves with unwavering commitment for the long term can’t help but get rich and enjoy their lives.

You can’t chase two rabbits or ride two bicycles at the same time. You can’t serve two masters. Sooner or later, you have to settle on one money machine and make it work, instead of rushing off to the next fad as soon as you hit a little barrier or detour. The strong hang in there and persist.

There are a lot of opportunities out there, and most of them have some merit. People have made some money in all of them. Some, however, are outdated. Others are simply scams. I’ve seen a lot of things in my years in business, believe me. The wealth creator that has worked for me and my clients and friends is Joint Ventures – the ability to create multiples streams of passive income, fast, with no money and no risk, to spread your income and optimize your time, leverage other peoples’ resources. You can JV part time or full time, but the full timers who really commit find themselves rocketing to success. If you want to join us on Treasure Island, it’s time to cast off from the deck.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting **www.LifeIsAJointVenture.com**
How to Get Out of a Slump

We’ve all experienced a business slump – it could be a seasonal thing, or a real business producer left your employ, or the market changed. Whatever the reason, you’re in a slump. Sales are down, people are scared, jobs are at risk, and cash flow is choking you. When that happens, people often allow their emotions to cloud their perspective. They make mental pictures of outcomes they fear. **Molehills become mountains in their minds.** They start to overreact, blame, complain, and point fingers. They forget that things don’t stay the same and that difficulties are what make business so much fun. Imagine playing a game of squash with a weak opponent – how satisfying is that win?

When people experience business slumps they often do some stupid things, like offending the wrong people, biting the hand that feeds them, pressurizing customers for sales, hiding from creditors, and getting negative. Desperate people do desperate things and there are always consequences. Instead of panicking and overreacting in a state of fear and aggression, there is a better way to turn things around. Imagine a fellow on a yacht. The wind changes. Does he start crying to his mommy and hide in the hold? Does he start complaining that the wind is unreliable? Does he blame the fellow who sold him the yacht or fight with his crew? No! He calmly adjusts his sails and enjoys the journey.

Smart entrepreneurs and salespeople understand that vicissitudes are a normal part of business. They realize that cool heads will prevail, and that there is a solution to every problem. They ask for guidance from levelheaded associates and mentors. They objectively evaluate their situation and options, without losing sight of their objectives and goals. They realize that they are merely facing a detour, not a disaster. The traffic light is yellow or red – the road hasn’t been closed for all eternity. It’s a temporary setback and this is an opportunity to learn and grow. When one door closes, ten more open up. It’s hard to be creative and objective when you allow fear to grip your throat.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
I have experienced many business slumps. The reason why I overcame them is that I use a simple formula that I learned a long time ago. Here it is:

1. First, **attitude**: don’t get emotional. It’s only business. It’s a game. Don’t be attached and get your ego out of your way. It’s not personal. It’s normal. It’s nobody’s fault. I am personally responsible for sorting it out. Blaming others or getting angry and resentful won’t help me. I am calm, detached, relaxed, supremely confident, and committed to my objectives. I am flexible and determined. I never quit. This is simply a bump on the road to success.

2. Second, **insight**: with whom can I spend time to get perspective and advice on this issue? Who is strong, smart, successful, and experienced? Whom can I approach in this regard? What about my Mastermind group?

3. Third, what **actions** and processes do I need to change, stop, innovate, initiate, and find? When reacting to a perceived threat, we choose between fight and flight. Losers run away, smoke, drink, and hide. Winners get motivated and take productive action. When the going gets tough, the tough get going. The weak retreat and go looking for another “Opportunity”. What do I have to **do**? What action can I take? Do what is uncomfortable and you will solve the problems much faster. When you're busy, you don't have time to worry. But make sure you're busy doing things that move your business forward.

4. Fourth, **innovation**: this is the opportunity to become creative – to transmute fear into creativity. That is why Joint Ventures are the missing piece in the jigsaw puzzle of business, the correct combination to the safe. With Joint Ventures, most business problems can be overcome quickly with no cost or risk. Together, we can utilize and liberate existing resources fast to turn that ship around.

5. Finally, this is where **relationships** are so important in business. If you took the time to build solid relationships and value in the good times, you

**ATTENTION**: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
can call on those same people in hard times. Joint Ventures are built on firm relationship foundations.

I have always found that difficult circumstances reveal the real person. The mask drops off – the facades evaporate and you find out with whom you're really dealing. I welcome difficulties. They make me strong and reveal important facts to me. They push me to the next level of success. They force new innovation and creativity.

Don’t quit, my friend. Hang in there and don’t jump ship. The next ship is going to bring you the same problem. **When you overcome the problem that now faces you it will never be a threat to you again.**

**Why Do People Buy from You? Or Not?**

Let’s consider two people who both have access to the same products and services, the same training, the same market, the same promotional and marketing tools and the same support. One makes a fortune and the other one sells nothing. The one who sells nothing thinks people don’t want the product or service. He complains that it’s the wrong price, wrong season, wrong product. He whimpers that he “tried his best” and that he “can’t force people to buy”. The product is the wrong color, there’s a spelling mistake in the brochure, it rained on Wednesday, people have no money… He has many excuses for his failure to sell, while the other goes from strength to strength. What happened? I’ll tell you.

It has nothing to do with the sales techniques, prospects, pricing, features, weather, government, or support. If one other person is successfully selling it in the same market, it works. It has very little to do with anything else except **you**. Here is what makes the difference. First of all, the product or service has to be working for **you**. If you haven’t made it work in your own life, you might not believe in it. Or you won’t have the same passion and belief. You certainly won’t be very enthusiastic about it. However, if you threw yourself into it with wild abandon, full focus and absolute commitment, it would be hard to fail. Your level of confidence would go
through the roof. You would radiate success. And people would buy.

People buy **you** before they buy any product or service. Enthusiasm is contagious. When you are absolutely convinced, sold, passionate, enthusiastic and confident about what you’re offering, it’s hard not to sell. How do you increase your level of confidence, excitement and zeal? I will use an example of a real life case study in my own business to illustrate this. The good news is that the turnaround can be very quick, depending on how badly the “salesperson” wants to succeed. The fact is, when you’re on track, you don’t need to sell – you just introduce the option and people will buy!

“John” approached me about making a solid, regular, increasing income from DollarMakers. He had tried introducing a few friends but his approach was weak, tentative, and uninformed. He wasn’t very confident or excited. I suggested he takes the time to read all the articles on my blog and listen to all the podcasts on my website, immerse himself in the information available, read my book “Joint Adventures” (you can download your own free copy at www.LifeIsAJointVenture.com) and attend all the Members’ meetings and conference calls. I told him to get involved and make the time to commit fully. His confidence started increasing along with his self-esteem. He knew the product. He understood why people needed it. He believed in it. He started finding Joint Ventures coming to him. He started making money. When he spoke about the Forum and what we have to offer, he did so with conviction and power. His sales soared. We sell what we are. When we transmit success, we attract good people. People want to be around successful people.

Sales are about conviction, commitment, and enthusiasm. It’s about projection, sincerity, and belief. **You** determine your sales and nobody else. **That’s good news, because it means that you can change the results you’ve been getting!**

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting www.LifeIsAJointVenture.com
Come Together

When I was in the South African army in 1971 I heard a very interesting story about two men who were sworn enemies from childhood. They hated one another with a deep passion and their nightmares became a reality when they were conscripted into the army. Not because they were conscripted – we were all conscripted – but because they ended up in the same platoon, sharing the same bungalow! They fought almost daily and this was a drain on their fellow soldiers during bootcamp.

Their officers decided on a course of action that they had used before. They put these two characters into a helicopter and flew them into the desert where they had them store all their food and water on the top of a steep, rocky hill. The only way to get to the top of this hill was to climb up the sheer sides together using ropes and the training they had received during bootcamp. If they didn’t get to the top of the hill, where they had stored their food, water and radio, they would die of thirst and hunger. They were forced to work together to achieve this common goal.

As you can imagine many serious fights ensued, but eventually they worked together to get to the top of the hill where they ate and drank and called the chopper in to fetch them. They became the best of friends, went into business together when they got out of the army, and did very well. They remained friends for life. Their common goal forced them to overcome their differences and find a way to work together. The principles they learnt that day and the discipline, teamwork, and responsibility they learned in the army helped them to become successful in life and in their business together.

When people are passionate about a common objective, they can put aside their differences and achieve amazing results. Joint Venturing is a vehicle that can help people reach their goals, because together, we can do amazing things!

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Big Potatoes

Two farmers used to sell their potatoes at the market. One would take hours packing the potatoes in layers – small ones at the bottom, big ones on top, so that they were properly sorted when they got to the market. The other farmer would simply throw all the potatoes into the truck together, regardless of size, and race along bumpy roads to the market, thereby saving lots of time and effort. When he got to the market, the potatoes had sorted themselves according to size – the big potatoes on top, and the lower they were, the smaller they got. Big potatoes always rise to the top.

In life, big potatoes are winners and small potatoes are losers. Big potatoes might start off at the bottom and endure a bumpy road, but in time they will always rise to the top of any endeavor or situation. I see that with immigrants. They might get here with nothing, but the winners will wind up above some people that have been in the country all their lives. Losers, on the other hand, will arrive in their new country with money and expectations, but in a relatively short period, they will go to the level they belong at. The real self will emerge. Trailer trash will end up in a trailer park. And that’s because they revert to the kind of trash thinking and choices they made before.

We decide whether we will be big potatoes or small potatoes and it’s never too late to change. Small potatoes can become big potatoes, no question about it. That’s what’s great about life – we can always change. The past doesn’t have to be equal to the future. Every day is a new opportunity to start over. Today is the first day of the rest of your life. And no matter how difficult your circumstances are, have faith and remember that if your thinking is positive and your choices are right, you’re a big potato, and big potatoes always rise to the top.

Big potatoes are disciplined, determined, courageous, and honest. They don’t quit and they believe in themselves and in their goals. They delay gratification, surround themselves with winners, and work hard. They live
lives of integrity and focus. While others accept mediocrity and compromise, big potatoes demand the best of themselves and are prepared to pay the price of success. In the end, they reap what they sow and find themselves at the top of the heap, every time.

Do You Still Think Like an Employee?

“A waiter is a waiter because he thinks like a waiter, not an owner.” How true. I heard this on a CD by Brian Klemmer. Employees focus on problems, while owners focus on solutions. Employees watch the clock while owners watch the bottom line. Employees think in terms of what they don’t have, while owners think in terms of what they can have. Scarcity or abundance, half full or half empty… Do you focus on the limitations or the opportunities? Do you take responsibility for your future or do you blame your low income on your employer or the economy?

Imagine a waiter that thought like an owner. He would innovate, add value, work longer hours, create change, and eventually open his own restaurant. Now imagine an owner that thought like a waiter! He will blame, hide, work too little, and go bankrupt as many do. He would make excuses. Your mindset will determine your choices and your results. When I teach people to broker Joint Ventures I always say, “You can own the tollbooth, or you can work in a tollbooth – your choice!” I see 50 year-old waiters and I know they have no ambition to own a business. They’re happy to be employees, and that’s fine. But it’s not because they can’t own a restaurant! We choose our futures and then we create them.

Any entrepreneur who still thinks like an employee is doomed to failure. That’s why 87% of new businesses fail in the first five years. It’s fine if you buy a franchise, because that’s basically buying a job. Franchisors don’t want free thinkers, strong personalities, or entrepreneurs; they want robots, clones, and employees. Remember what Napoleon Hill told us, “Whatever the mind of man can believe and conceive it can achieve.” Your thoughts, expectations, and beliefs create your choices and your future. It all starts in

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Let’s think like millionaire entrepreneurs. Want to know what thoughts they think? Read their books and listen to their teachings. If you think their thoughts, you’ll get their results. What you think about comes about. What you focus on grows bigger. Your outlook is your bankbook and your network determines your net worth. So mix with owners and you’ll become like them. Mix with losers and don’t be surprised when you realize one day with a shock that you’re a loser too. You’re in control, so today you can decide: “Do I want to be a waiter, serving rich people who deign to throw me a few crumbs, or do I want to be waited on? Do I want to clean the boat or own it?” Your only limitations are in your head.

Are You Paralyzed?

Many of us are paralyzed. Benjamin Disraeli said, "Every man crucifies himself between two thieves: one the regret of yesterday and the other the fear of what tomorrow may bring". When you stand back and think about that wonderful observation, you realize that we need to address and overcome the barriers of our regrets and fears before we can move ahead.

There is an old Buddhist saying that goes, “If you want to know your past, look into your present conditions. If you want to know your future, look into your present actions.” Let’s talk about regrets, first. We all have them. They’re like huge bags of manure that we drag behind us. They hinder and hobble us, every step of the way. There’s nothing we can do about the past except release it. There are no time machines available on eBay. Move on. Forgive yourself and remember that success is the best form of revenge.

Now, let’s talk about fear of the future. Imagine if you were asked to walk alone, along a long, dark road and you knew that there were many thieves and murderers lurking in the shadows. In your personal or business life, it’s scary to face life alone, isn’t it? Well, imagine if you had forty strong soldiers to accompany you along the way. Would you still be afraid? If attentive and learned counselors, bodyguards and advisors, surrounded you,
it would be a cakewalk. At a seminar I presented in Toronto one of the Joint Venture Forum Members, Judy Davidson, said to the audience, “When I offer somebody a Joint Venture, I tell them that I have five hundred other Members behind me.” Think about that!

How do you eat an elephant? Bite by bite. Baby steps. One day at a time. Hold hands with other Members and step out. Dare to dream and then dare to do. Confront your fears and do what you dread and you will be amazed that it’s always easier than it looks.

Swim Upstream

Only dead fish swim with the current. Every year, Rika and I watch the salmon swimming upstream at various rivers. We walk down to Hoy Creek and stand on the bridge to see them. We enjoy watching them leap and struggle and fight their way upstream. Their persistence, resilience, and strength are very motivating to watch.

Too many people like to run with the herd. Like the buffalo, whose eyes are on the sides of their heads, people look at what the mob does and follows it over the cliff. Winners look ahead. They are goal-oriented and determined to reach their objectives. When the crowd runs east, winners run west. The salmon swim hundreds of miles upstream against rugged rapids, preyed upon by hungry eagles and bears. They don’t stop until they die. The Fraser River is perhaps best known as North America's greatest salmon river. We live 25 minutes away from this mighty river and in August, you can see the salmon on their way upstream.

Let’s get excited about our goals and be prepared, like the salmon, to pay the price for the achievement of our goals.
Don't Quit

When things go wrong, as they sometimes will,
When the road you're trudging seems all up hill,
When the funds are low and the debts are high,
And you want to smile, but you have to sigh,
When care is pressing you down a bit,
Rest if you must, but don't you quit.
Life is queer with its twists and turns,
As everyone of us sometimes learns,
And many a failure turns about
When he might have won had he stuck it out;
Don't give up, though the pace seems slow -
You might succeed with another blow.
 Often the goal is nearer than
It seems to a faint and faltering man,
 Often the struggler has given up
When he might have captured the victor's cup.
And he learned too late, when the night slipped down,
How close he was to the golden crown.
Success is failure turned inside out -
The silver tint of the clouds of doubt -
And you never can tell how close you are,
It may be near when it seems afar;
So stick to the fight when you're hardest hit -
It's when things seem worst that you mustn't quit.

Author Unknown

Handcuffed by Your Own Product/Service?

Are you imprisoned and limited by your business? Does your business own you? Are you restricted and constrained by the very products and services that you hoped would set you financially free? Are you hobbled

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
and crippled by the very product you believe in and spend your life marketing? Perhaps it’s time to take off the blinders, shake off the shackles of conventional, Industrial Age business, and leap the boundaries of income potential.

It’s sad to see entrepreneurs slaving for years to sell a product or service that nobody wants, while they sink slowly into the stinking quicksand of disappointment, pessimism, cynicism and financial ruin. It’s depressing to observe good people who insist on limiting their opportunity to a single product or service. They leave millions of dollars on the table over the duration of their business career. Worse still, most of them are blissfully unaware of the lost opportunities; although “bliss” is not something they’re familiar with… It’s time to emerge victorious from the quagmire of financial incarceration, wash off the old thinking and skip happily down the grassy path of abundance.

You were taught by people who didn’t know any better to focus, that niche market, long hours, hard work, sacrifice (read family), high risk, and sleepless nights would eventually allow you to succeed in business. That was true, years ago. Now we live in the information age and things have changed. Entrepreneurs wouldn’t think of traveling to work in a horse-drawn buggy or giving up their silly little Blackberries, yet they insist on using a business model that closely resembles a squeaky ox wagon, while a shiny, new Lexus is readily available – at no cost! And while this good news should be greeted with much applause, relief and excitement, I find their ears are clogged and their eyes blinded by that smelly old swamp water, so they snort derisively at any suggestion of a better alternative. Their skepticism is understandable. They’ve had enough exposure to conmen, coaches, consultants, and schemes and dreams to last them a long time. These jaded business warriors either have money and no time, or time and no money, but they don’t have time and money.

Think about the typical “financial planner” – what if you don’t want more financial planning but you do want to buy a house, a computer, and a

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJoint Venture.com](http://www.LifeIsAJointVenture.com)
holiday? The insurance salesman will flounce off to find another client, whereas as he could easily have made more money (read profit) by brokering the house, holiday and computer, with very little time, than he could selling you a life insurance policy or some mutual funds. And what if you did buy insurance from him? Could he still help you find that house, computer and holiday as well and get paid for it? Of course he could. See, when you get your ego out of your eyes, you find all sorts of treasure.

Think about this: if you had no overhead, no employees, no inventory, no risk, no leases, no royalties to pay, no geographical or demographic limitations, and if you could sell any product or service, and earn residual income at 100% margin, would that be a good thing? Especially if it took very little time and could earn you an unlimited amount of money? Now, before you slam the lid of your laptop so that you can stagger off to the next networking meeting that is populated by other desperate, self-employed salespeople who also have no money, hear me out. Before you turn your jaundiced eye away, I challenge you to read the next paragraph. It will change your life if you understand it.

Instead of rejecting any business that doesn’t pertain to your own product or service, why not broker the products and services of other people, and earn on-going commissions at 100% profit? Use other peoples’ time, money, equipment, risk, expertise and skills. You’ve heard of Other Peoples’ Money. That was old Aristotle Onassis, remember? Well, don’t limit yourself to their money – take it all. Brokers are smart – they spend little time and make lots of money. No selling, no risk, no overhead, no problem. All they do is link supply and demand and get paid. They create multiple streams of passive income.

So stop worrying and start looking beyond the marsh of debt, frustration and linear thinking. Mr. Onassis said, “It is during our darkest moments that we must focus to see the light.” Focus on Joint Ventures and see how you can get out of those pesky handcuffs and onto the nearest Club Med beach.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Joint Venture Opportunities Abound!

Good news! There are multiple income opportunities all around us. Rika and I just returned from a short, six-day trip to northern Vancouver Island in British Columbia. Apart from hiking, walking and enjoying the incredible nature, we stayed at three different hotels, ate at a number of restaurants, enjoyed a wonderful day of whale watching, and visited a number of businesses and stores. And everywhere, we were surrounded by missed business opportunities. **Everywhere.** We saw no evidence of Joint Ventures, virtually no back-end income opportunities, no referral systems, no database-building exercises. Nobody even attempted to up-sell us, refer us, add value, get our information, or in fact take any interest in us. And this included a visit to a real estate office!

I’m not complaining – we had a happy and memorable holiday – I’m rejoicing in the fact that my business has unlimited growth opportunities. Every business that we were involved with had the opportunity to add unexpected, real value in the form of coupons, samples, and freebies from other businesses, at no cost or risk to them, by using Joint Ventures and being paid for resulting business by the supplier of the additional value. Every business had the opportunity to refer us to other services and products in a helpful and consultative manner, and get paid for resulting sales. They all had the opportunity to get our information, put us onto a paid referral program, turn us into their salespeople, convert us into friends and virtual business partners, and create win/win Joint Ventures with us. Nobody even tried. Even when I discussed their businesses with them.

Don’t get me wrong – we received excellent service from all but one business. It’s just that they left so much money on the table that it’s actually quite sad. They could have turned us into raving fans quite easily. I might have added their names to this book. They could have earned at least 50% more net profit had they implemented the kind of Joint Ventures I’m referring to, all at no cost or risk and 100% profit. No cost of sales, no extra time required. Just simple, logical JV’s. That means that you, as a Joint

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
V Venture Broker, could be taking a piece of all the action you create in that environment. You could be triangulating JV’s left, right and center. And it’s not only on Vancouver Island that we see this absolute ignorance of the JV opportunity – it’s everywhere. You’re richer than you think. Opportunity abounds.

Inspect What You Expect

Any good manager knows that once you have delegated a task make sure you regularly check progress, activity, and results. Make sure the person to whom you delegated the task is on track, much as you would check road signs and the gas gauge and odometer in your car when you’re on a journey. Inspect what you expect, so that if or when things go awry, you can step in and make corrections. Like a guided missile – constant, small corrections are made to stay on target. That’s what a good manager does. Most restaurant managers have never heard of this, that’s why he’s hiding in his office while his waiters stand with their backs to the guests, discussing their dates, but I digress.

Just as one would regularly check up on an employee, the same principle applies to Joint Venture partnerships. Naturally, we have a contract or a memorandum of understanding going in to the JV, and we usually have an action plan with specifically stated responsibilities, timelines, expectations, payment systems, etc, but you still have to inspect what you expect. We have to manage the JV. Take responsibility for that – you will be surprised how many people do not deliver what they promise, forget what they agreed to, make mistakes, fail to communicate and play games. Don’t think that everyone else is as disciplined, committed, and hard working as you are.

The most successful managers are very good at subtle, random spot checks. They have a way of checking up without seeming to snoop. They can motivate and inspire while checking on progress. They can tactfully steer one back on track without embarrassment or hurt feelings. When I did my Underwater One scuba training, we were taught the mantra “equalize early
and often” to protect our eardrums. In Joint Ventures, inspect early and often to protect the JV and the bottom line. If you’re off course just two degrees, it may not seem like a big deal right now, but over time that two degrees becomes 180 degrees. Inspect early and often. Manage the JV and you will do yourself and everyone else a favor. Communicate regularly, discuss challenges immediately and be available – don’t hide away when things are out of kilter.

Why I Love My Car Mechanic

When the water pump in my car broke, what do you think the first question was that I asked Ray, my mechanic? Right! “How much will that cost me?” And Ray, true to form, wisely replied, “Robin, let me rather tell you what it will cost you if you don’t replace that water pump…” It’s wonderful to know that Ray takes care of everything. Any car problems can be solved by Ray. I take my car to him and he fixes it. I do whatever he tells me to do, because I hate working on cars. I have no idea how they work and I don’t care. I just want them to take me where I want to go in comfort and luxury. Ray makes sure that that happens. I have absolute peace of mind. Ray is like a ray of sunshine on a stormy day.

Most people are unconsciously incompetent. That means that they don’t know that they don’t know. They know about things, but that’s not the same as understanding things, right? Right. I am consciously incompetent. There is a lot of stuff that I don’t know and don’t understand and will never understand, and that’s why I find smart people like Ray. I have a powerful, mean-machine lawyer that will eat my opponent’s tonsils for breakfast. He’s very expensive and the best there is. He will turn my attacker’s life into a living hell. That gives me peace of mind. My accountant makes sure that everything financial is ship shape. My computer guy tells me what computers to buy and fixes them when they break. I know what I don’t know, and I find people to tell me what to do in those areas.

Which brings me to the point of this piece. Ever heard the saying, “pearls
before swine”? I recently had someone approach me for help. She had lost her job – in retrospect, she was probably fired – and lied that she had only enough money to last her for three months. I spent two precious, irreplaceable hours of my life with her, at no cost to her, telling her how to use Joint Ventures to make money. She did nothing. Two months later, I hear that she is still unemployed and is spending thousands on self-development seminars all over the place. She had money and she lied that she didn’t have any. She wasted my time. She will not get any more time from me.

When you have a challenge to overcome or a goal you want to reach, find someone who is competent, qualified and very good at what they do. Then get their assistance and advice. Then follow their advice to the letter. That is what smart people do. Imagine going to a doctor for help to overcome a medical condition. He prescribes a diet, which you partially follow. He prescribes drugs, some of which you neglect to take. He prescribes certain, specific exercises, which you simply ignore. Do you expect to recover?

My first business mentor, George Choriatopoulos, told me, “Robin, if you do exactly what I tell you to do, in exactly the way I tell you to do it, you will get rich. Don’t waste my time, second-guess me or try to reinvent the wheel. Get your ego out of the way. If you had money, you wouldn’t need this advice. So you don’t know how to make money, but I do. Get rich or stay poor – your choice – I don’t need you – I’m already rich. Follow the proven formula, Robin, and you’ll do very well.” I was 34 years old, consciously incompetent, hungry, determined, and open to learn. I followed George’s instructions and it worked for me.

When your mechanic tells you to replace your water pump, do it. Or suffer the consequences! Easy or hard – your choice.
Roto-Rooter Your Life

In the late 1920s Samuel Blanc was motivated by a stubborn clogged drain in his son's apartment in Des Moines, Iowa, to seek a better solution. By 1933 Blanc had fashioned a sewer-cleaning machine from a washing machine motor, roller skate wheels and 3/8” steel cable. The cable rotated sharp blades to cut tree roots out of sewer lines, eliminating the tedious and expensive need to dig. Blanc's wife Lettie called his invention the "Roto-Rooter." It’s an amazing invention and it works very well. It cleans out those pipes and allows free, unobstructed flow.

In our lives we have financial flow. Imagine a huge money pipe directed into your bank account. Money flows through this pipe into your bank account. Would you like to remove all the obstructions to that flow, so that you get a strong, clean, ever-increasing flow of unlimited wealth into your life? Would like to Roto-Rooter that financial pipeline? Here are a few ideas that you can use, today, to clear out all the blockages and junk.

1. First, make sure your thinking and perceptions about wealth and money are accurate and conducive to success. Clean out negative programming about money. For that, I recommend you read “Atlas Shrugged” by Ayn Rand, a book that accurately explains capitalism.

2. Secondly, look at your input. What do you read, where do you go, what do you watch on TV, what music do you listen to, with whom do you associate (see #4 below)? This input will have a direct effect on what you believe, expect and achieve. Remove negative input and replace it with the positive.

3. Third, create a few money machines to start feeding money into that pipe. I suggest Joint Ventures as the fastest, safest, and most practical method.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
4. Fourth, remember that your network (the people you mix with) determines your networth. Get rid of the leeches, parasites, losers and wannabes and associate only with winners.

5. Finally, what you focus on will grow. Commit to, and focus on, solutions and goals, instead of problems. Set specific, exciting, practical financial goals and focus on what you want, instead of what you don’t want. Become a money magnet.


It’s quicker to change your financial life than you may think. I have found that when you mix with rich people and take their advice, you get rich. I remove blockages from that money pipeline on a regular basis. It’s easier than you think.

"In the name of the best within you, do not sacrifice this world to those who are its worst. In the name of the values that keep you alive, do not let your vision of man be distorted by the ugly, the cowardly, the mindless in those who have never achieved his title. Do not lose your knowledge that man's proper estate is an upright posture, an intransigent mind and a step that travels unlimited roads. Do not let your fire go out, spark by irreplaceable spark, in the hopeless swamps of the approximate, the not-quite, the not-yet, the not-at-all. Do not let the hero in your soul perish, in lonely frustration for the life you desired, but have never been able to reach. Check your road and the nature of your battle. The world you desired can be won, it exists, it is real, it is possible, it's yours." – Ayn Rand

Pressure Reveals the Real Person

There's the old story about two waitresses, each carrying a jug – one filled to the brim with tea and the other one with coffee, in a busy restaurant. If you want to know what's in the jug, bump the waitress and see what spills out of

**ATTENTION**: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
the jug. When people find themselves in difficult, scary circumstances, they get bumped around emotionally and the real self will be revealed – fast. You'll soon know what they're made of!

I recently received a friendly email from a salesman who tried to sell me membership in the Board of Trade that he works for. When I rejected his offer, he immediately went on the attack (not face to face, of course, but via email, the sign of a coward) and accused me of spamming him.

When things don't work out for losers, they usually attack, blame and make excuses. The hallmark of a failure is passive aggression. They cut and run and then attack from the shadows. Winners, on the other hand, get stronger and more determined when at first they don't succeed. Epictus taught us: "Difficulties show men what they are. In case of any difficulty God has pitted you against a rough antagonist that you may be a conqueror, and this cannot be without toil."

Winners believe in themselves. They're resilient and steadfast. They grit their teeth, smile in the face of danger and confront the issues. They steel themselves and tell it like it is. They have the courage of their convictions. Listen to Michael Savage's show sometime. He doesn't pull any punches. You may not agree with his opinion, but you know he's a straight shooter in a world of whining wimps. Strong people take responsibility for their successes as well as their failures. They don't play the victim and they deliver what they promise. They care more about congruency and honor than public opinion.

Most importantly, champions see stepping stones where others see obstacles. "What doesn't kill you, makes you stronger", the heroes shout. While pressure makes losers bitter, it makes winners better. They know that it takes pressure to make diamonds out of coal. They embrace challenges as an athlete seeks out the burn during his training. Self-discipline, integrity and humility are the hallmarks of the Eagles among us.
Successful people respect themselves and live according to their values. They do not compromise their beliefs. An old proverb warns us, "He who puts up with insult invites injury." The greatest insult you can pay yourself is to fraternize with losers. Be kind to them, but do not spend time with them. High regard for yourself is based on discipline, hard work, honesty, and high ideals and expectations. When storms come, champions calmly and confidently put on the armor of resolve, knuckle down and fight until they win.

“No man is free who is not master of himself.” – Epictus

Are You Chasing the Money Away?

A school friend of mine was a real Casanova. He wasn’t good looking but the girls loved him. When someone asked him what his secret was, he said, “I treat them as though I don’t need or want them. And they come running!” Other fellows would run after the girls, beg them to go out and constantly call them, and they had little success.

Have you heard the old saying that when you run after something too much, it runs away from you? I have found that when you get too desperate and attached to money, it gets shy; it runs away from you. You get so scared of losing it or not getting it that you never get it.

There are the folks who are terrified of not being paid money when it is owed to them. They’re so afraid that they won’t get paid that they don’t even set up the Joint Venture! They focus on the contracts and the tracking systems for so long that by the time they’re ready to do business, the business has gone elsewhere. It’s money they wouldn’t have had, they incur no cost or risk, yet they’re afraid that they won’t be paid. Perhaps they’re dishonest and they’re projecting that expectation onto other people who are not as desperate and dishonest as they are?

Then there are people who are very concerned about having to pay tax on

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
that newfound income from Joint Ventures. I have news for them: until the tax rate is set at 100%, you will make some money. Get a good accountant and get over it! You declare JV income as income, just like any other income. You pay taxes. That’s it. Move on.

Then there are the people who are intimidated by the belief that they need intricate and expensive Joint Venture agreements and non-disclosure agreements. They are literally held back from massive increases and profits by this erroneous perception. Guess what – you can institute a very successful JV with no money and no risk without a written agreement. I have done successful JV’s for 20 years, and only three ever had agreements in place. In fact, the most lucrative JV's I ever did were done on a handshake, with no risk.

And then you get people who are just plain greedy. They will never get enough, so they don’t get any! They are so busy nickel and diming everyone for an extra point that people simply take their business to someone who is less desperate. Now there’s nothing wrong with desperate people, as long as they don’t get emotional about business. Business is an objective, sane, healthy, reciprocal system. It’s all about getting paid what the value that you produce is worth, unlike socialism and collectivism, where people are paid according to need, instead of the value they produce.

Relax about money. Don’t be attached and fixated. Don’t be afraid of losing it. Woo it like my school friend. Reel it in like a juicy fish. Learn about it, understand it and embrace it. Change your mind and your attitude towards money and you will become a money magnet!

"Money is only a tool. It will take you wherever you wish, but it will not replace you as the driver." – Ayn Rand
Ask for the JV Tools You Need

You’ve heard the old story about the two woodsmen chopping down trees. One asked the other, “Jack, you’re always resting and taking it easy, while I slave away like a lunatic, yet you chop down twice the amount of trees I do. What’s your secret? “Easy”, replied Jack. “I stop regularly to sharpen my axe!”

When evaluating any Joint Venture, always ask for the tools you need to facilitate the JV. For example, if you are triangulating a JV between a car lube shop and a detailing service, where the detailing service gets sold to customers using the lube service, the lube shop needs marketing tools from the detailing service in order to sell car detailing. Gift certificates, samples, reports, CD’s, DVD’s, seminars – whatever sales and marketing materials are required, should be available. Also templates, sign-up sheets, instructions, memoranda of understanding, order forms, etc. You need the right tools to do the job.

It’s amazing what is available to you if you only ask. When I approached a company in Idaho for a JV to sell their business opportunities in Canada, they provided me everything I needed, including trade show booths, brochures, samples, flyers, support – whatever I needed to succeed. It makes it easier when you have the right tools. And if the application is somewhat unique, industry specific or unusual, the tools should be created specially for you. In the true Joint Venture spirit, it’s a win/win and a great return on investment for both parties. Especially when up-selling or bundling. Everybody wins when the right tools are made available.

Wasting Time is Wasting Life

Try this for one week and you’ll change your life. Make a chart with columns, each column representing a specific activity, for example “Going to the Washroom”, “Driving Car”, “Watching TV”, “Internet”, “Email”, “Selling”, “Appointments” be as specific as possible. Then divide each

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
column by 24 for 24 hours per day. Each hour, list your activity in the appropriate time block. At the end of the day, total the columns. You might find that you spent 3 hours driving, 2 hours on email, one hour eating, 2 hours watching TV, one hour at an appointment, two hours with your kids, whatever. Add as much detail as you can. By the end of the week, you will have a clear overview of how you spent your life/time over the past week.

You can then get smart and start evaluating the return on investment from all those time expenditures, the quality of the people you spent time with, the value that you received from those activities and choices, and on and on. The more you evaluate and interpret your choices, activities, time allocation and the return on investment, the more you ask yourself, “Did this activity take me closer to my objectives? Did this choice help me achieve my goals? Was this time expenditure aligned with my values and mission statement? Does this person help me or hurt me? What better alternative could I substitute for this time block?” the better you get.

Being slightly obsessive compulsive I do this all the time. Do I need to brush my teeth six times a day? I think not. Save time. Was this person a loser or a winner? Loser? No more appointments with him. Upgrade, improve, clear out the trash. Is this relationship producing results? No? Remove, delete. Is this activity working? Yes? Spend more time on it. Accentuate the positive. Remove the negative. Do I participate in this club, group, service club, fraternity or church because it adds massive value to my life or because it’s a tedious and boring habit? I resigned from a fraternity, a networking group, and a service club, which gave me massive added time.

Be objective, get your emotions out of the way and most of all, remember that when you resign from any club, you will be attacked. No “thank you for all you have contributed” – no – they will simply ignore you or attack you. Don’t be surprised – it’s the old group dynamics at work. They can’t help it. Just close that book and move on. And if you’re wading through a boring book just because you started it, or because it’s uncomfortable to end it, or a movie or a conversation or relationship or a visit, have the guts to close it.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
stop it and walk away. It will pay off big time. Family and friends are more important than strangers and when you do business with friends you're really optimizing your time.

When you squander your time, you’re wasting your life. And your life, I’m sorry to remind you, is running out. You have less of it left than you may think. Enjoy it. Optimize your time. Make the best of what you have left. The same goes for your business. Throw out the tired old networking and advertising and cold calling and put your business and relationships on steroids through the power of Joint Ventures, the biggest time saver ever discovered. It’s time to excel. It’s your time. It’s your life. Enjoy it.

Synergistic Relationships

Last night my friend Jos told me that when African elephants stand along the bank of a river to drink water, they instinctively adopt a very considerate and practical approach. Those who stand upstream wait until last to drink. Those furthest downstream first drink, then wash themselves in the river, so that the mud doesn’t affect the other elephants. Then the next one drinks, and so on, one by one, upstream. In this way, everyone gets clean, clear water to drink and bathe in. Teamwork makes the dream work.

Then Jos told me about deer on steep mountain trails here in British Columbia where I live. Evidently, when a deer is about to pass another on a narrow, slippery and treacherous trail, the deer at the highest point stops and waits until the other deer has passed. This is to avoid slipping and pushing the other deer over the edge. Some small minded, egotistical business owners seem to relish the prospect of pushing their competition “over the edge”! Smart entrepreneurs, on the other hand, realize that their competition can be their strongest allies.

Did you know that 20% of the revenues of large, Fortune 500 and International 2,000 companies come from Joint Ventures? And that a massive 50% of those Joint Ventures are with their competition? Amazing,
but true. The best entrepreneurs create powerful, win/win strategic alliances and share resources, distribution and access. Wal-Mart established themselves in Mexico in a fraction of the normal time by joint venturing with an existing Mexican company. I once grew my revenues in one of the profit centers in my business from $4,000 to $20,000 in four days using a Joint Venture. It would have taken me four years on my own!

Together, we can do amazing things. We don’t have money problems – we have thinking problems. Everything you need is already available when you create synergistic relationships, in any area of life – not only business. Unity is strength. United we stand, divided we fall. The key to success is linking up with the right people. We started the DollarMakers Joint Venture Forum to link successful professional entrepreneurs, and it works magnificently. By being very selective and educating ourselves, we team up to reach our goals and create value, just like elephants and deer.

The Best You Can Do for Your Business

Marketing guru Jay Abraham has made billions of dollars for his clients. He charges $5,000 per hour and I have learnt from him since the early nineties.

Here is what Jay has to say about JV’s

Interviewer: “If I was to ask you what is the single most important thing that somebody can do in their business right now to utilize their power to create more profits, what would it be?”

Jay: “Of all the methods, the techniques, the money-making lessons I ever taught, the most universal recommendation I give anybody is, ‘Figure out who else in your marketplace already has a very, very strong relationship with the same prospect, the same type of individual you’re trying to reach, and engineer a strategic alliance, a Joint Venture, an endorsement, some kind of collaborative approach where they, in essence, introduce you enthusiastically and positively to their marketplace.’ That will save you tens of hundreds or thousands of dollars in money that will save you time, it
gives you instant credibility, it gives you instant access. We have grown billions of dollars of our clients’ profits through that device in I think hundreds of different industries. It a universal principle and it shortcuts almost all the negatives of competition, of building a business, of growing your business. It works for anybody. There’s always somebody: a competitor, a company that sells a product or service that’s parallel to yours, something people buy before or after, a newspaper, a trade publication, a service provider, a market influence – somebody who’s already got access to, and the trust of, the same market you want to reach. Find out who they are, who multiple they’s are, get them to collaborate with you and you can own the world.”

Confront the Issues

Rika and I went sailing with a Member in his yacht. We sailed from Horseshoe Bay to Bowen Island and back. It was a beautiful day in British Columbia and we had a great time. When large boats or ferries passed by, he would turn the yacht directly into the swell, and I thought that it was a good analogy for confronting issues in our lives, especially between others and us.

We all like to avoid pain, conflict, embarrassment, and discomfort, and it’s natural to avoid confrontation and delay the inevitable. So we look for excuses to procrastinate and we prolong the tension. And, while we await the dreaded confrontation, we sometimes start creating mental pictures of outcomes we fear. Molehills tend to become mountains, and the scarier they appear, the less likely we are to leap at any opportunity to take action and resolve them. We get into a downward spiral of pessimism and avoidance, instead of dealing with the issues and moving on. Like the person who dreads the dentist appointment and suffers far more pain while putting off the appointment than they would have endured during the actual procedure.
I think the reticence to confront issues involving other people is personal weakness. It has nothing to do with the other person. We need to confront ourselves first. The fear of conflict is the result of attachment – we feel we have a right to something, or we fear a loss. That’s because we feel we need something. Anything you need will control you. You need acceptance from someone? They control you. You need them to like or love you? They own you. You need their endorsement, money, or pity? You’re their slave. Free yourself of the mental attachment, and you will be able to confront easily. You can want something, but don’t think you need it. Manage your thoughts and emotions.

Winston Churchill said, "One ought never to turn ones back on a threatened danger and try to run away from it. If you do that, you will double the danger. But if you meet it promptly and without flinching, you will reduce the danger by half." Overcome your fears by confronting them head on, like a yacht on the ocean. William S. Halsey said, "All the problems become smaller if you don’t dodge them, but confront them. Touch a thistle timidly, and it pricks you; grasp it boldly, its spines crumble." Be strong and courageous.

Remember what Ayn Rand taught us: “Freedom is to ask for nothing, to expect nothing, to depend on nothing.” Be free. Be fearless. Take action. Confront people and issues and move on. You’re the captain of your ship: take the wheel and sail to Treasure Island.
Invictus

by William Ernest Henley – 1849-1903

“Out of the night that covers me,
Black as the Pit from pole to pole,
I thank whatever gods may be
For my unconquerable soul.
In the fell clutch of circumstance
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody, but unbowed.
Beyond this place of wrath and tears
Looms but the horror of the shade,
And yet the menace of the years
Finds, and shall find me, unafraid.
It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate;
I am the captain of my soul.”

Joint Ventures – the End of Your Cash Flow Problems

After years of working with the owners of small and medium-sized businesses, I know that cash flow and time are your biggest challenges. How many of these challenges are you facing?

1. I have to work harder and harder to maintain my profit levels. That means working longer and longer hours, just to keep pace.
2. My competition forces my prices down.
3. I always seem to be just above or below the line – seasonal business slumps eat into the profits I make during the good times, then tax time comes along…

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
4. It’s hard to find, and then keep, good staff. They seem less interested and productive than ever before. And, if they’re really good, they become my competition!
5. Advertising is more expensive and risky than ever before.
6. It’s hard to differentiate myself in the market – there are so many people who do what I do.
7. Customer loyalty is a thing of the past – it’s hard to get them and keep them.

**Joint Ventures are the missing link in your business success. Let’s look at the JV solution to each of the above.**

1. All the profit from JV’s is 100% margin. You can leverage your existing resources and drive pure, unadulterated profit straight to your bottom line with no cost or risk, and very little time.
2. You can use JV’s to blow your competition out of the water and also work with your competition to double your sales. It’s not about price but value. JV’s can help you double and even triple the value you offer at no cost to you!
3. You can remove seasonal slumps, ups and downs and geographic market influences by using JV’s to create multiple, pure profit income streams from diverse industries and geographic areas.
4. You can create a simple profit sharing, JV process that will lock high performers and top producers into your business with a vested interest and unprecedented loyalty.
5. Use contingency advertising and JV’s to remove all the cost and risk from getting more business. Pay for results, not promises. Access underutilized resources for fast, real results.
6. With JV’s you will be able to differentiate yourself overnight. You can stand head and shoulders above your competition with a few, simple JV’s. Make an indelible impact on every customer.
7. Customers are not loyal because you don’t give them a good reason to be loyal – think about that. Take responsibility. Joint Ventures are the tool that can create unheard of loyalty.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
When you understand and use Joint Ventures, time and money problems disappear like mist in front of a blowtorch.

Leading a Joint Venture

When initiating any Joint Venture, it’s important to “lead it”. By that, I mean you understand that you have to manage it, direct it, control it, and sustain it. Don’t think you can just set the JV up and walk away – in most cases it will simply shrivel up and die on the vine. There are a few stages to this process and all the stages are equally important.

1. Ask for what you want. Be very specific. Tell the other partner exactly what you want them to do, why, when, and how. Discuss the time frame, the exit strategy, the payment method, when payment will take place, the tracking method. Dates, times, amounts. If you are both in agreement with everything, move to stage #2.

2. Create a simple but complete memorandum of understanding. There are many templates available on the internet. Simply Google “memorandum of understanding”. This outlines exactly what your agreement is, who will do what, by when, and what the consequences are if either party does not perform, including an exit strategy. Include dates, minimum production, the wording of letters, sales and marketing tools, samples, everything you can possibly think of, so that there are no misunderstandings later on. Is the percentage paid to the JV partner a percentage of gross income or of net income? How is net income determined? If you use the old “after costs” plan, specify exactly what those costs will be, in advance, so that there are no games later. When and how will you be paid? Should tax be added or not?

3. Manage the process. Communicate regularly. Keep in touch. Monitor progress, payments, promises. Make sure everyone is doing what he or she agreed to do. Set up regular, dated and timed meetings, minutes of meetings.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
if necessary, conference calls, and/or emails. Maintain the relationship but be businesslike and strict. Always be prepared to walk away from JV partners who do not stick to the agreement.

4. Look for ways to enhance your JV – can you add additional income streams, improve on the process, change the system for the better, or bring in more partners? A JV is a dynamic process. Be flexible and open-minded.

5. When you encounter dishonest JV partners, burn your bridges. Walk away and warn your friends. If the defaulting partner is a Member of the JV Forum and did not abide by our Code of Ethics, let me know.

By nurturing, managing, and monitoring a Joint Venture, you establish strong relationships and optimize the potential of the JV itself. As the JV develops, the integrity and professionalism, or lack of it, of all the partners will be revealed. Joint Ventures are the ideal business opportunity and you should always remove cost and risk and minimize the time invested.

A Challenge to Business Owners

Recently Rika and I took a long walk along the beach and the pier in White Rock, BC. Afterwards, we walked past perhaps twenty little restaurants before deciding on one where we would have lunch. While some of the restaurants were pretty busy, we were the only people at this particular restaurant. The food was excellent. Prices were reasonable. Service was acceptable. Will we ever return? Maybe, maybe not. And therein lies my challenge to small business owners.

Let’s use this restaurant as an example. If you owned this restaurant with forty competitors within walking distance, what would you do to differentiate yourself and insure that your guests eagerly returned, passionately told their friends about you, and planned to enjoy all future special occasions at your restaurant? Would you even be interested in achieving this goal?

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Our experience at this restaurant is the same we’ve had for nine years in Vancouver restaurants. The manager/owners/Maitre D’s are usually AWOL (army term: Absent Without Official Leave). They make no effort whatsoever to build relationships, obtain your information (if they do, they don’t use it) or give you any reason, however remote, to return. The same goes for the “Hostess” who seats you. The servers are notoriously untrained. They have no idea how to serve and they have no idea how to make guests feel good. They call you by your first name, treat you as an equal and disappear forever after drawing a happy face and writing some inane message like, “Thanks, Tracy” on your bill. No added value, no incentive to return, minimal service, minimum value. The term “vending machine” springs to mind. My loyalty to such a restaurant is about at the same level as my loyalty to a candy vending machine. And it’s not the employee’s fault – they don’t know any better. They have no training and no idea what service is.

Imagine if we were made to feel very special as soon as we graced the restaurant with our presence. Imagine if we were treated like royalty, and if we were given the opportunity to build a relationship with the establishment. What if we were to receive valuable, unexpected gifts worth hundreds of dollars (at no cost to the restaurant)? And what if we were given a really compelling reason to return as soon as possible? What would happen if that restaurant had a way to communicate with us on a regular basis and preempt any special event that required the use of a restaurant or catering service? And imagine if all this additional value added thousands of extra dollars to the bottom line of the restaurant! Seeing that not one restaurant that I know of in this city does that, do you think that this restaurant would possibly do exceptionally well as a result of implementing these special, simple systems, at no cost or risk? And perhaps that I would be naming that restaurant in this book, which will be read by thousands of people?

Regardless of the type of business you own, these simple yet highly effective systems can be added quickly, at no cost or risk. In addition, you can jump-
start your bottom line with 100% pure profit from Joint Ventures, using your existing resources! I challenge you to consider the use of Joint Ventures. Before your competition does, that is. Right now, most businesses provide such mediocre service that you probably don’t have much competition. Until they start to wake up and start to use these systems, that is…

**The Achievement of Your Goal is Assured the Moment You Commit Yourself**

Isn’t that a powerful, compelling, and exciting promise? That the achievement your goal is **assured** the moment you commit yourself? Now that assurance is based on the premise that you **commit**. We need to define the context and nature of that commitment in order to make such a grandiose offer. In my mind, there are only two types of commitment. The most common form of commitment is not really “commitment” but a fragile promise, frequently broken, twisted, and reneged on. That’s not commitment. Real commitment, however, is something entirely different from what we commonly encounter in today’s world, where talk is cheap.

Real commitment is a pledge, a promise, a certainty. It is your word and your honor. It’s not some fragile, half-hearted, apathetic, lackadaisical suggestion that you throw out there. What you **do** is what you are really committed to. When you act on your commitment there is congruency and you build trust.

In today’s world, there are too many people whose promises are flippant, unreliable, fickle, and erratic. They lie, cheat, and deceive easily in this mediocre world where there is seldom a visible consequence to dishonesty. When you break your word you reveal yourself as a loser and a thief. True commitment means, “Whatever it takes. I’m there for you. I am dependable, reliable, and solid as a rock. I will not quit. I will not be swayed.” People who regularly cancel appointments, renege on agreements, under deliver and make excuses are sending us a very clear message: “Don’t trust me. I am a loser, a pretender. I have a poor self-image. I don’t like or trust myself. My...
word is worthless. I have no honor. Don’t back this horse.”

**Here’s the good news.** Your success and the amount of money you make are in direct proportion to your self-esteem and self-respect. And that self-respect is in direct proportion to your level of self-discipline. When you discipline yourself to be steadfast, to pay the price of keeping your promises, to be honorable and congruent, success will follow you like a shadow on a hot, summer day. When you truly **commit**, nothing and nobody should be allowed to distract you, dissuade you, or deter you. And then you will attract likeminded people with similar values, whose words are their honor, and upon whom you can absolutely rely under all circumstances.

Make the commitment and the attainment of your goals is a done deal. Watch how you will attract success like a money magnet. See how wonderful people of integrity will be drawn into your life. Be strong and courageous. Walk your talk. To thine own self be true.

**Unaware that You’re Sitting on a Goldmine?**

When the famous escape artist, Houdini, told reporters that he could escape from any prison cell in three minutes, they took him up on his promise. With the cameras rolling, he was put into a cell, the door was closed, and he immediately extracted the hidden lock-pick from his clothes. He casually started to pick the lock on the cell door, something he’d done many times before, but was surprised when he found that he could not open it. As the seconds ticked by, Houdini became more and more frantic. Sweating, he battled in vain to unlock the cell door. Eventually, defeated, he leaned, exhausted, against the door. It swung wide

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
open! It was never locked. His jailors had closed the door but they had forgotten to lock it! The doors to your financial freedom are not locked.

Many years ago, I was fortunate to receive excellent training from a company called Performax. They specialized in personality assessment tools, communication tools, listening tools, and character evaluation tools. One of the tools evaluated values styles. Simply put, there were four basic values styles. We all fit them in different ways: the Challenger, who will challenge everything just for the sake of it, the In-Betweener, who wants everyone to have the same, the Traditionalist, who wanted things to stay the same, and the Synthesizer, who sees links between people and synergistic opportunities and seeks to work with others in an interdependent, rather than a dependent or a co-dependent manner. I am a Synthesizer. I see links. So I see dollars.

Joint Ventures operate on the principle that we should be paid for solving peoples’ problems and linking them to solutions. Instead of paying somebody for the promise of delivering the results you want (that’s called “paying a salary or a retainer or a consulting or advertising fee”), you should only pay for results. But you should pay for them and you should be paid for them. By offering other people the opportunity to benefit from your own existing resources, you can make a significant amount of money. At no cost or risk to you. Here’s a simple example: yesterday, I needed 16 holes to attach 16 handles to closet doors and drawers in our kitchen. I don’t have a drill, so I rented one from Home Depot. They solved my problem and I paid for it. I didn’t have to buy a drill for $40 – I rented one for $12. If I used your drill, I would have paid you. Your drill could have made you money. If you knew that I needed a drill and you had one, you could have made money. If you take the time to find out what other people want, you can link them to the solution and make money. Here’s the good part: if you don’t have a drill but your friend Peter does, you could rent me Peter’s drill and share the $12 with him. How about if you had 2,000 in your database and I wanted more Members for my Forum? If you sent them an email and only

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com

100 joined, I would write you a check for $5,000. And if you don’t have a database, but Peter does, you and Peter could each pocket $2,500 – no cost or risk. And I would provide you all the marketing and sales tools you needed at no cost. There is an unlimited amount of resources and an unlimited amount of need. You don’t need the resources – you just need to think like a Synthesizer. Put people and resources together and you can make an unlimited amount of money – FAST.

Immediate Cash Flow Relief

When cash flow in your business starts to wane, how do you react? We sometimes go into denial or avoid the issues. Or we get paralyzed – the “deer in the headlamps” syndrome. Or we get desperate and start and doing silly things that just worsen the situation. There’s a far better way.

Years ago my bank manager called me up and told me that if I continued on the route I was taking in my business I would go bankrupt. I had been in denial and I needed that wake-up call. I got such a shock that I immediately started implementing the ideas in this article and I saved myself from definite bankruptcy. I turned my business around and never got into that situation again. Let’s talk about what doesn’t work first, just so you know I understand your predicament.

Denial and hiding away obviously doesn’t work, but we need to realize when we’re doing that. If you’re avoiding certain people and situations, not returning certain calls, playing a lot of solitaire while the Titanic sinks, focusing more on getting credit than on making money, going to movies alone when you’re supposed to be on a sales call… you get the picture. When you get back from the movies your business looks like a horror movie. Hiding won’t work. And you will upset a lot of people.

Paralysis is next. Keep on doing what got you into trouble in the first place, like using outdated marketing and advertising methods, or keeping people that should have been fired, or dealing with losers. If you don’t change, your
circumstances won’t change. They’ll get worse. You have to be prepared to change what you’re doing if you want to change what you’re getting. If it’s not working, stop doing it. Stop flogging the dead horse.

And then the desperate things – “desperate people do desperate things,” – I know, been there, done that, got the t-shirt. That’s like paying the MasterCard with the Visa card, calling bad accounts up, going back to people who you know you shouldn’t do business with. The temptation is there for the quick buck, but believe me it’s going to cost you a lot more. Stay away from the losers. Don’t do things that you know won’t work, for the sake of being busy. “Look how hard I’m working! I’m trying!” Work smart.

**Here’s the attitude.** Stand back and look at your business like a bucket beneath a faucet or tap. The bucket has holes in it – that’s expenses. Cutting expenses is always good, as long as it doesn’t detract from the level of service you provide and the optimal functioning of your business. I know I was ready to make some radical changes in my life when I saw bankruptcy looming, and I luckily bounced those ideas off a good friend whose sage advice saved me from some very silly choices. Don’t throw the baby out with the bathwater. More important than cutting costs, look at opening that faucet up so that your income is increased dramatically. The best cash flow income is fast, high margin, low cost, and leveraged. Short term is best, as long as it includes a medium term and/or long-term component, or you will be bailing water out of the boat as fast as it comes in, thereby perpetuating the situation. All you’ll get is tired.

**Be objective.** If you know something is wrong, don’t do it. Don’t be desperate. Think clearly. Bounce your decisions off a successful friend who understands your business. Look for high margin, fast turn-around, low or no risk. Ideally, commissions on other peoples’ efforts and resources, so that you expend minimum time and get as much leverage as you can. This is where you want to work only with very reliable people. Get advice from winners who are honest, creative, and objective.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Take action. Who can I call right now? Instead of hiding, call your creditors up, tell them what the situation is and you might be pleasantly surprised at their response. After all, they want to get paid, so they might offer you better payment terms, or, better still, offer you a few solutions! That will relieve your stress and get you thinking more clearly and creatively. The answer is to take the right action – now. Confront the issues. Make the hard choices. Do what you fear. Look at what worked in the past, that you might not be doing now. Make those calls. Ask for the sale. Tell people what you want. Leverage your resources. And monitor your progress. Take a good, long look at the numbers in your business and look at them every day.

After my brush with bankruptcy all those years ago, I decided to never put my family and myself in that same situation again. I focused on the power, leverage and safety of Joint Ventures and never looked back. I use JV’s in every aspect of my business and so I operate on a very low cost, high margin, low risk basis. I spread my income and so I avoid peaks and valleys and optimize my opportunities. I work with carefully selected partners. Even if you don’t have cash flow problems but you want to put your bottom line on steroids, you can do it through Joint Ventures.

Are You Pregnant?

Only a woman who has been pregnant can fully understand this concept of pregnancy. I saw it in my lovely daughter’s life recently: the excitement, serenity, anticipation, expectation – the wonderful aura that surrounds a happily pregnant woman. When your heart is pregnant with expectation, it soon becomes apparent to all. One can only hide pregnancy for so long. I know a few men and women who are pregnant with their goals and objectives and visions. They are on a different wavelength – their purpose is clear – they see beyond the mundane and they know that their dreams are going to come true. They know that they are going to give birth to their vision. They have no doubt and they are deeply in love with their work.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
You can see when someone is pregnant with their goals. Their whole demeanor changes. They become focused and powerful. A pregnant female human or animal will protect her unborn offspring with her life. A developer plans his new high-rise building with his architects and erects a huge billboard with a beautiful picture of what will magically appear on a patch of dirt and rocks. Nobody doubts that they will soon see that building. The builders and developers are pregnant with the idea of the building. They create it. They don’t sit around smoking and hoping that it will somehow build itself. They take decisive, purposeful action. They work as a team. They all contribute to the same objective.

I cannot imagine Walt Disney saying, “I don’t work on weekends” or Donald Trump saying, “I hate my job”. Pregnant people are fully committed, whatever it takes. They don’t quit and run at the first sign of trouble. A pregnant woman doesn’t quit at the first sign of morning sickness. The builder doesn’t burst into tears when a laborer doesn’t show up for work. I have never been involved in construction, but I imagine those hard working construction guys take a regular look at the billboard to remind themselves what they’re helping to create. And I can imagine how exciting and fulfilling it must be for them to see the finished product.

If you’re not pregnant with an exciting dream and vision, I suggest you are missing out on a wonderful experience. A purpose driven life is extremely fulfilling and gratifying. Total commitment is scarce and that’s why the ladder of success is never crowded at the top. Fall in love with your vision and then give birth to it. Live life to the fullest.

Live Your Passion

As a boy, Winston Churchill hated school and came last in his class. He had a speech impediment. And he carried out large-scale operations with

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
thousands of little lead soldiers. He organized wars, battalions were maneuvered into action, peas and pebbles caused great numbers of casualties, forts were stormed, cavalry charged. He failed the entrance exam twice at the Royal Military Academy at Sandhurst, and would have failed again had he not, in a daring maneuver during a game of tag, courageously jumped 29 feet off a bridge into a chasm. He did not recover consciousness for three days, and during the months of recovery he learned just enough mathematics to squeak through. At Sandhurst he entered at the bottom of his class, but he passed out 8th in a class of 150. As a young soldier, he sought out trouble in the world where he could practice his military skills.

I have been re-reading the “Churchill Digest” which my Dad gave me when I was twelve years old. The stories of Churchill’s daring, courage and confidence always motivate me. He escaped from a military prison in South Africa, fought in Cuba and India and steeped himself in the “Decline and Fall of the Roman Empire”. His lifelong passion was the military and he was a true warrior. He overcame every obstacle that he faced and fearlessly remained true to himself. When the weak, cowardly sycophant Neville Chamberlain kowtowed to Hitler, Churchill stood up in the House, amid howls and catcalls, to say, “I will begin by saying what everybody would like to ignore but which must nevertheless be stated…” Would that we had a Churchill in today’s worried world, but I digress.

Churchill’s passion, focus and determination saved the world and will inspire good people for the rest of history. I suspect though, that if we were to ask him about his life, he would tell us that he had no choice – he simply lived his passion and remained true to his own heart and values. It’s easy to live your passion. True happiness and peace of mind are not to be found by hiding from the challenges and opportunities in life, but by living by your deepest passion and according to your philosophy, without compromise. True warriors don’t make excuses or blame others; they take responsibility and use the tools at their disposal to attain success, whatever the odds. They don’t whine; they win. They expect victory and they do not tolerate distractions for long. They practice their passion.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
I believe that success, like failure, is a choice. For truly passionate and committed people, there is very little competition. When the sun of your passion burns brightly, the shadows of obstacles are diminished proportionately. Discover your passion and pursue it with everything you have. During the Second World War, Churchill directed operations from the War Room, where Queen Victoria’s words were printed on a sign erected in front of his seat: “Please understand that there is no pessimism in the house and we are not interested in the possibilities of defeat; they do not exit.”

Go Big or Go Home

Many entrepreneurs and Joint Venture Brokers are caught in the trap of stealing one grape at a time, rather than dealing with the owner of the vineyard. They work hard on one deal at a time and then waste a lot of time waiting to see what will happen, while they tread water and run on the spot. They seem to have forgotten that sales is a numbers game, and that closing ratios are real. It’s time to unleash the power of the “excessive sowing”.

There is a Biblical parable that tells of seeds that were erratically scattered, some falling on the road and consequently eaten by birds, some falling on rock and consequently unable to take root, and some falling on thorns, which choked the seed and the worms ate them. It was, according to the parable, only the seeds that fell on good soil and were able to germinate, producing a crop thirty, sixty, or even a hundredfold, of what had been sown. We would do well to remember that parable. Especially in today’s world where people are inundated with millions of choices and options.

I once consulted to a realtor who wanted to increase her sales. She told me that she sent out 200 postcards every three months and that it worked well for her. I asked her why she didn’t send them out every month. She replied that she hadn’t yet tried that. So we started sending them out every month. Sales increased. Then we doubled the amount that we sent out to 400 postcards. Sales increased. Then we started sending out 800 postcards. More
sales! Then we sent them out every week instead of every month. Another increase! Sales stopped increasing when we got to 1,500 postcards per week (the Law of Diminishing Returns) so I advised the realtor to sell this postcard sending business to other realtors. We started with our own city, and soon she was offering the service nationwide. She made far more money from selling her postcard sending business than she ever made selling houses.

How much money do you want? How badly do you want it? Sow excessively, madly, abundantly and consistently. Don’t steal a grape – grab a vineyard. Run multiple Joint Ventures at the same time. Do it all with no cost or risk. Go crazy! Double what you do then redouble it. Ask yourself the right questions: “How can I reach ten times this amount of people at no cost? How can I quadruple my sales? With whom can I Joint Venture? What resources can I borrow?” Go big or go home. Think big. Expect success. And mix only with other wild farmers who believe in abundance.

**Build a Cage and the Bird will Come**

“If I keep a green bough in my heart, the singing bird will come.” Chinese Proverb

Paul J. Meyer tells the story that he bought a beautiful, ornate, antique birdcage, which he proudly hung in his home. Every time people visited his home, they asked him, “Where’s the bird?” Eventually, he went out and bought a bird for the cage. When we prepare to succeed, expect to win and believe in our goals, it’s almost inevitable that we will accomplish them. What we think about comes about. Our minds are mental magnets. It pays to be an optimist.

A good illustration of the power and benefits of an optimistic attitude is that of two wheels rolling over the same, bumpy road. The road represents the troubles and tribulations, which everyone has to face in life. One wheel represents an optimist. It’s a big wheel. The other wheel represents a
pessimist. It’s a small wheel. As you can imagine, the big wheel rolls easily over the bumps. While the small wheel (the pessimist) has a tough, up and down experience. Optimists don’t suffer to the same extent as pessimists do, even though they handle the same difficulties.

Life is simply easier when you choose optimism. The sun shines brighter and fear gives way to faith. One has more energy and one certainly attracts excellent people into one’s life. Optimism, like enthusiasm, is contagious; it spills over. Winners don’t hang around with pessimists. Calvin Coolidge said, “If you see ten troubles coming down the road, you can be sure that nine will run into the ditch before they reach you.” We really do attract things into our lives with our thoughts. In addition, optimism makes it easier to deal with the difficult times, which we all face. Walter Winchell described an optimist as a man who gets treed by a lion but enjoys the scenery.

The easiest way that I have found to remain optimistic is to mix with winners, only allow positive input into my life, and to manage what I say. I focus on what I want, instead of what I don’t want. I believe in myself and my goals and I generously share the benefits I receive with those who work with me. And, of course, it helps to be married to best woman in the world.

Dietrich Bonhoeffer said, “The essence of optimism is that it takes no account of the present, but it is a source of inspiration, of vitality and hope where others have resigned; it enables a man to hold his head high, to claim the future for himself, and not to abandon it to his enemy.”

**Tripping Over Stepping Stones**

I attended an amazing seminar in the early nineties that revolutionized my business and changed my life. One of the other delegates on the same seminar kept complaining that the speaker was making up his own words, chewing while speaking (welcome to North America) and philosophizing. He was so caught up in the imperfections of the grammar and spelling in the materials that we received that he missed the whole point of the seminar (he

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
paid $5,000 for the three days) and he derived no benefit. To this day, he battles to survive financially in his business. He tripped over the stepping stones to wealth.

Imagine if I decided that I would wait until all the traffic lights between my home and my destination were green before I departed on a trip. Many people use imperfections as an excuse for sloth, whereas winners work with what they have. They don’t wait until things are perfect before taking action. The systems at your disposal will never be perfect. It’s the message that counts. While you’re still grumbling about a website that doesn’t meet your amazing standards, others have made thousands using that same, imperfect site. While you’re complaining that you’re waiting for your business cards to be printed, the winner next door went out without business cards and closed a deal.

Successful entrepreneurs know that the tools at their disposal will never be perfect. Sure, we continue to improve and perfect, but you have to work with what you have. I had two different people download the same audio book from my website for $27. One of them whined that the sound wasn’t professional enough for her (while her kids screamed in the background of the phone call). She was bitterly unhappy with the quality, she moaned. The other client wrote me a wonderful letter and told me how she had used the same information to make five thousand dollars in a week. It’s not about the delivery system or the person communicating the message – it’s about the content of the message.

Jack Welch, General Electric Chairman and Chief Executive, said, "An overburdened, overstretched executive is the best executive, because he or she doesn’t have the time to meddle, to deal in trivia, to bother people." And Lee Iacocca said, "So what do we do? Anything, something, so long as we just don’t sit there. If we screw it up, start over. Try something else. If we wait until we’ve satisfied all the uncertainties, it may be too late."

The bottom line is that many people need to justify their failure by blaming...
someone – they shoot the messenger. In fact they are their own problem. While we welcome suggestions for improvement and acknowledge that we’re far from perfect, we are aware that it’s not about how easy it is to search the website or what time the conference calls take place – it’s about the person who claims to want to use the message to improve their life. The stepping stones may be dirty or covered in moss, but they can still convey you across the river to your dream home. Focus on getting to Treasure Island instead of complaining that the boat ride is a little rough. That’s what winners do. Work with what you’ve got and fix it along the way. Take massive, immediate, focused, enthusiastic, and passionate action, and leave the whiners in your dust.

Put Your Networking on Steroids

If you belong to a business networking group, here is a way for you to start making ten times more money (that’s if you’re actually making any right now), real fast. Most people who attend networking meetings are out there trying to sell their product or service. Good, honest people, working far too hard for far too little. There might be one or two, or even three real prospects for you to sell to. But how much of a relationship can you really build during that short time, interrupted by a hastily gulped, inferior and overpriced meal, in between listening to a lot of self-employed salespeople pitching their elevator speeches? Business networking is limited, takes a lot of time and usually gets dismal, if any, results. What would happen if you could do business with everyone in the room? What would happen if you didn’t have to sell anything?

Instead of arriving at a networking group with your business cards and an elevator speech, how about being there to listen to other people and help them solve their problems? Everyone in that group has problems and goals. If you can help them to solve their problems and reach their goals, you can get well paid for it. For example, if I sell insurance and Billy needs a house, instead of thinking there’s no sale there, I can introduce him to John, who is a trusted realtor, and get paid a commission by John if Billy buys a house

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting www.LifeIsAJointVenture.com
from him. That commission is 100% profit to me. These deals can get very involved and very lucrative, especially when you triangulate deals and institute back-end products and sales. You can create multiple streams of passive income from your networking group.

This is the way Joint Venture Brokers approach networking groups. Everybody is a potential income source. You are perceived as a “problem solver” and a “helper”, instead of a “pushy salesperson.” You get paid for linking supply with demand. You leverage all the relationships and contacts in the room, as well as contacts of contacts. And if you’re really smart, you won’t even talk about what you do. Know why? Nobody cares about you or your business! Everyone is really only interested in their own problems and goals, and when you take a sincere interest in assisting them, you get real popular, real fast. Joint Venture Brokers are money magnets. There are only two barriers to effectively brokering JV deals left, right and center: understanding how it works and finding good JV partners.

Keep Your Eye on the Ball

Rika and I were playing tennis yesterday and she reminded me of three things. “Robin, remember to keep your eye on the ball until it hits your racket. Get to the place where the ball is going before it gets there. And keep your racquet up and ready in time to get to that place.” How wonderful to have that concise input – my game improved quickly. We tend to forget the basics and it’s good to be reminded. And because I’m always thinking business, I immediately thought of the relevance to business.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
In business these three things are very important. First, keep your eye on the ball. Focus. You can’t be “all things to all men” and expect to succeed. Learn to stick with your core competencies, remember to say “No” and spend your time on the high return, high potential activities. See the deals through. Don’t jump from scheme to scheme. Create a clear identity and position yourself. Don’t get distracted by “quick buck” scams and promises. Keep your eye on the ball with laser beam focus and commitment.

Secondly, get to the place where the ball is going before it gets there. Anticipate. Don’t be unrealistic in your expectations and plan ahead. Move fast and proactively. Be flexible, but always think strategically. This is even more important in playing squash than it is in playing tennis. All the angles must be taken into consideration. Treat your business like a chess game. Expect attacks, like any warrior, and prepare for them, just as you would any battle. Build your back-end before you’re ready to start selling it. Build in Joint Venture options.

Thirdly, keep your racquet up so that you are always ready to strike hard and fast. You don’t have time to prepare every detail, so have all your facts and figures and alliances and options in place at all times. Be prepared. And if you’re the analytical type, align yourself with a partner who is able to make fast decisions and take quick action. By the time you recover from your paralysis of analysis you will find the window of opportunity firmly closed on your bleeding fingers while your competition is already on to their next deal.

Any good soldier knows the importance of preparation, just as every athlete does. Train hard, be well prepared, focus and commit. Champions don’t cut and run – they cut to the chase. Winners don’t whine. Successful people will never waste your time telling you about all their private family problems and make excuses. They are goal-directed. Eagles make fast decisions, take responsibility and bounce back to win. In tennis, like any other game, learn from the experts. Get your ego out of the way and you will soon be better than your coach.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Self-Esteem = Income

Yes, you earn money in direct proportion to your level of self-respect and self-worth. People who suffer from guilt and low self-esteem will be robbed by self-sabotage, hesitancy, personal limitations, limited thinking, and negative beliefs. This is a fact. The better you feel about yourself, the more you believe you deserve, the more money you will attract. “Good people deserve to be rewarded” happens in your head and then it happens in your wallet.

Instead of trying to deal with guilt, be it false or deserved, or trying to psychoanalyze you, let’s focus on what we can do right away to radically improve your self-esteem so that you become the money magnet you want to be. Logically, good choices make us feel good about ourselves, while bad choices make us feel guilty and bad. In addition, it’s good to model the behavior of successful people, so that the believability is higher. When self-esteem is low, we tend to trust others more than ourselves. So let’s model what successful people do in order to achieve and maintain high self-worth, confidence and optimism. Let’s use their proven method!

Simply follow this simple recipe for high self-respect and watch your bank balance grow:

$ Successful people are self-disciplined. They will do whatever it takes to succeed and deliver on their promises. They are on time, in place, reliable and professional. They take responsibility and always do their best.

$ Successful people are focused. They don’t jump from project to project, scheme to scheme and relationship to relationship. They are loyal, dependable, and reliable.

$ Successful people go the extra mile. They always give more than what is expected of them, constantly seek to improve their performance, and never,
ever quit.

$ Successful people are helpful. They help others but they don’t allow others to hold them back. They are caring and supportive, humble and direct. They are not usually politically correct – the truth is more important to them than the opinions of the masses.

Now, if you applied these principles in your life, how would you feel about yourself? Easy, isn’t it? Most important of all, successful people only deal with and socialize with other successful people. They don’t mix with losers or whiners. Follow this recipe for two months and watch your bank manager beam!

**Three Keys to Joint Venture Success**

There are three vital characteristics to look for in your Joint Venture Partners. If any one of these is missing or suspect, walk away – but walk fast. If all three are in place, however, look forward to a lucrative, long-term, and satisfying Joint Venture partnership that will outlast any challenges and forge a strong and enduring friendship, which exceeds any monetary rewards.

The first key is congruency. That simply means that people walk their talk. That they live according to their professed values and beliefs, and that they are true to their word, honest and reliable. Congruency means you know with whom you’re dealing. There is no place in Joint Venture relationships, or any relationships for that matter, for dishonesty, hypocrisy, and double talk. What you see should be what you get. Seek straight shooters, not politicians, and shysters. Not excuse makers. In addition, if people are congruent, that means they are driven by their philosophy, so make sure they are capitalists and not collectivists. Remember to watch out for the Bible thumpers – they are usually the least honest of all. People who have to tell you how honest they are, are usually not.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
The second key is constancy, or consistency. The same, yesterday, today, and tomorrow. Not one day your friend and the next day a stranger, no Jekyll and Hyde, schizoid behavior. You’re looking for people who are there when you need them, who return their calls and emails promptly, who deliver on time, who do what they say they will do and who always show up for you. People who have your back. Long term. Not in for the quick buck. No desperados. Look at peoples’ track records for clues as to whether you have picked up another loser who is pretending to be a winner. You’re looking for solid, grounded, stable JV partners.

And the third key is creativity. Joint Ventures should be based on strong relationships of trust and commitment, but they work because of creativity. People who are too analytical will suffer from analysis paralysis and forget all about the bottom line. You have to be able to deal with imperfection and see the opportunities. It’s essential that Joint Venture Brokers are open-minded and that they are open to the ideas of others – that enhances the creative possibilities in JV’s. Without creativity, you have an employee mentality that insists on selling time for money, thinks in terms of scarcity, and has a feeling of entitlement. Capitalism is founded on creatively delivering value and being paid for it.

By carefully selecting your JV partners you save time and frustration, money and tears, and you achieve amazing results. Be prepared to say, “No” and be ready to walk away at any time when you see that one of the three keys is missing. "Birds of a feather flock together" – who are you flocking with? Do you want to go where that flock is headed? A good team accomplishes magnificent things.

Using Economies of Scale in Marketing

How can Wal-Mart sell products at such low prices? How can you do the same, without being a Wal-Mart? Can you undercut FedEx prices? You might be surprised at my answer.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Economies of Scale definition: “Reduction in cost per unit resulting from increased production, realized through operational efficiencies. Economies of scale can be accomplished because as production increases, the cost of producing each additional unit falls.”

Investopedia says: “Economies of scale gives big companies access to a larger market by allowing them to operate with greater geographical reach. For the more traditional (small to medium) companies, however, size does have its limits.”

Never more, Miranda, never more! This is where traditional thinking clashes with today’s business and distribution reality. Traditionally, big business had the edge. Wal-Mart is a well-known example. No longer. Through the use of Joint Ventures, you can now compete in any market. A good example of this is when I went to courier something to one of our Members in Detroit by FedEx. The clerk suggested I use another courier service for a cheaper rate. Here’s the exciting part: the other courier uses FedEx and charges less than FedEx! They are not really competing with FedEx; they are piggybacking on FedEx by being an intermediary, getting a lot of business and buying FedEx services for a very good rate, then reselling it. They don’t have huge overhead, airplanes, or branding. They simply Joint Venture with FedEx and use economies of scale. And everybody wins: FedEx, the customer and the middleman (or Joint Venture Broker).

Small businesses and individual Joint Venture Brokers can utilize the power of economies of scale and benefit from the distribution of value through the use of existing resources. Everything you need is already available. You don’t have to build, buy or own FedEx to leverage their resources. Smart entrepreneurs don’t risk money on retainers and wages for “consultants” or gamble on advertising that isn’t proven. They don’t cold call or waste time. They work strategically. Imagine an army general who decides to randomly bomb his enemy, hoping to hit something, or a politician who isn’t interested in demographics or polls or what his competition is doing. Work smart, not
What Happens When We Fight?

Next time you have a fight with someone you care about, remember this process, and you will save yourself a lot of unnecessary heartache.

The first thing that happens when we fight with a loved one is that we instinctively feel that we have to protect ourselves. Adrenalin rises as we feel threatened and the more serious we feel the fight is the more emotional and subjective we become. In order to protect ourselves, we automatically choose a series of “fight or flight” responses. We can withdraw or go on the attack, and sometimes different responses will be chosen during the course of the fight.

We choose the “I’m right and you’re wrong” approach in order to protect ourselves, and then justify and defend our actions and blame the other person. This is a normal, natural process, and when you think back to the last fight you had, you will recognize these steps along the way. The longer the fight lasts, and the more intense it becomes, the more subjective we become as we move into emotional states of hurt, anger, sadness, and attack. And the more emotional we become the less objective and realistic we become in our perceptions. “Perception is reality”, remember? Everything becomes black or white, right or wrong. And usually, “I’m right and you’re wrong.” Be careful what you choose to accept as true when you’re in a fight. You might even start to believe lies that will hurt other people who are not even involved in the fight.

Then, we start to allow the fight to poison our perceptions of the past and the future. It’s almost as if we had two telescopes, one to look into the past and one to look into the future. We put a negative lens onto each telescope, so that we now see all the past and future acts and choices of our “opponent” in a negative manner. All of a sudden, we mentally and emotionally write off their character and every good deed they ever did. We question every motive.
they ever had and every choice they ever made. Someone, whom we objectively know to be kind and caring with a twenty-year track record of kind deeds, can be conceived as a monster that “never cared about me”.

Emotions that come from a fight are like a wildfire. They contaminate our perceptions and this contamination spreads across past, present, and future, raging to annihilate every good and decent aspect of the “opponent.” And we suddenly agree to believe anything bad about that person. We throw the proverbial baby out with the bathwater.

I know this sounds familiar to you because you’re a human being. It happens to all of us. The good news is that there is a way out, and even if you can’t stop the fight, or if the other person has died or left, or if you don’t wish to renew the relationship, you can feel a lot better. The way in which we interpret the situation is a choice. “The mind can make a heaven out of hell, and a hell out of heaven.” – John Milton. Here’s a better way in which to handle it, even if it happened a long time ago, and you can use the same insight to handle future fights a lot better.

Just like a fire, we need to understand that a fight needs to be contained and we need to build firewalls. Realize that this is a result of an issue of interpretation, and that each person believes they are right. If you realize the danger of contamination, it’s easier to maintain perspective. Just because Peter feels you have taken advantage of him regarding the loan of the car doesn’t mean he is a mass murderer or that he never cared about you. He actually believes what he is saying, whether you know it to be true or not. You do not have to defend, justify, or attack and you cannot “win” the fight. You can provide the correct information and maintain perspective, knowing that “This is not my problem, this is Peter’s problem.” By seeing yourself as separate from the emotional state Peter is in, watching the emotions and interaction from an objective viewpoint, and not allowing yourself to be “hooked” into the fight, you can remain calm and clear. I know that sounds impossible, but this is the ideal.
Ideally, we should be able to say, “You’re right, I was wrong, I made a wrong choice and I’m sorry. I love you anyway and I won’t do it again”, but it’s not always that easy, as we know. If we can separate the doer from the deed, isolate the present fight from the past, and realize that if the person didn’t care about us they wouldn’t bother to fight with us, it would be easier. If you were to remain calm and ask logical questions in order to better understand where the other person is coming from, like a psychologist would, instead of becoming enmeshed in attacks and retaliations, accusations and justifications, it would be easier. You would recover sooner. The fight would not spiral down so far. The intensity would be less, so the perspectives would be more realistic on both sides.

Have you ever said, “You never loved me! You always (do this or that)!”? Think about the telescopes. We drag the opponent’s family, dog and job into the fight and what’s been said cannot be unsaid. You know your motives and that’s how we are judged. By our motives. People believe what they believe because of the evidence they have at their disposal and the way in which they choose to interpret that evidence. We select evidence that supports our beliefs. So we continually seek more evidence to prove that we're right. We all do that. You can choose how you wish to interpret the choices of others. You can reinterpret those choices and words as well. Find new, alternative evidence. You can find evidence to prove that someone loved you or that they hated you. It's your choice.

Look back on painful fights and you will see that this process is not mysterious. You can only be guilty for something you have done with a bad motive. You can walk in the shoes of the other person and try to see it from their perspective. Instead of focusing on your own pain, how about focusing on their pain? You don’t have to take emotional outbursts seriously or personally – they are seldom really meant or believed. In the heat of the moment insanity reigns. You can choose to remove yourself emotionally and get a realistic perspective on things. You can say things like, “What you believe is not true. I am not going to fight, defend, or justify. I am going to withdraw until you’re ready to discuss this rationally. I love you and I care.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
about you. You are not your actions or your words. The evidence you have based your beliefs on is incorrect. I love you and I am here for you.”

Easy to talk, I know. But perhaps this short article will help you next time you’re in a fight to maintain a better perspective, contain your perceptions and avoid the downward spiral. For fights that happened long ago and still affect you, you can reinterpret them, reclassify them, and rethink them. We choose and control the way we interpret every situation in our lives. **We are responsible.**

**Beware the “Politically Correct”**

Whom would you rather trust? Someone who is politically correct, or someone who tells it like it is? Your answer will tell me a lot about you. In my experience passive aggression, xenophobia, and dangerous motives lurk just below the reptilian skin of those who choose not to upset or embarrass anyone. Those who refuse to use words like “loser” are usually the biggest losers I ever met. They slither around, glad-handing, lying, and making promises they never intend to fulfill. Sycophants and toadies are very welcome in political circles, but not in my life.

In his excellent article “Is Britain Now the Land of Churchill or Chamberlain?” Doug Patton writes, “The stark contrast of Great Britain’s pre-World War II prime minister, the cowardly Neville Chamberlain, with his successor, the courageous Winston Churchill, has inspired analysis for the past seven decades. Chamberlain’s name has almost become synonymous with capitulation, in much the same way the name Benedict Arnold has become tantamount to betrayal.”

When I watch Glenn Beck doing his thing on CNN, my spirit soars. At least there are some real men left in this world of liberal wimps that is slowly throwing away western civilization and offering capitalism up on the altar of multiculturalism, environmentalism, collectivism, and blatant cowardice. I have three words for the politically correct, which I borrow from a fresh-

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
faced Tony Blair’s condemnation of John Majors: “Weak, weak, weak.” As my mom taught me, “Someone who won’t stand for something will fall for anything.” Mr. Beck tells his viewers exactly how he feels without compromise. I trust him.

In today’s world sixty Canadian border guards desert their posts, resulting in a six hour border delay because the Americans mentioned that one armed criminal was heading for the border. And they get away with it! The same grim faced, cocksure people who ask the hard questions tucked their tails between their legs and ran. They weren’t armed. That’s their excuse. No values, no morals, everything is OK except for the truth and freedom. Illegal immigrant drug dealers have more rights than law-abiding, tax-paying entrepreneur citizens. Don’t rock the boat, don’t upset the terrorists, just roll over. We make it easy for the terrorists to recruit suicide bombers – they take one look at the way the west capitulates and bleats and they laugh all the way back to the UN.

I am sick and tired of politically correct people. I do not choose to do business with them. There is a consequence to compromise. I will not tolerate their dishonesty and sabotage. Let us seek out the politically incorrect, in-your-face, abrasive, straight-talking, real people who call a spade a spade. Let’s look for the General Pattons of the world. Let’s be brave enough to tell the truth, to stand up for what we claim to believe in, and to condemn evil. Sure, you’ll upset a few losers, but who cares? You don’t want to do business with them, anyway. We will sleep well with a clear conscience and self-respect, and the hope of a safer future.

The Gathering Storm

In my library at home, I have Winston Churchill’s Volume 1 of “The Second World War”, given to my grandfather by my dad in 1948. It’s entitled, “The Gathering Storm”, and the theme of this volume is: “How the English-speaking peoples, through their unwisdom, carelessness, and good nature, allowed the wicked to rearm.” I could write books on the application of this
theme to today’s world, as you can imagine, but I would like to offer it as an analogy to our personal, financial lives.

Anyone in their right mind knows that there are serious changes coming to our socio-economic world, which will radically affect our financial situation, our Medicare, pensions, businesses, jobs and savings. Especially in Canada, where people have had an easy life under a semi-socialist government for a long time. Many people have their heads buried in the sand, and they refute and disregard the coming changes. Immigration, terrorism, outsourcing and macro-economic changes are about to turn the financial circumstances of millions of North Americans upside down.

The Jewish people have survived and prospered through the ages because of their understanding and use of capitalism, along with their transferable skills. Most small and medium business owners have very little understanding of business and money, evidenced by the failure of 87% of small business startups in their first five years, followed by the failure of 87% of the remaining 13% in the next five years. And they certainly don’t plan for major upheavals and changes.

If money isn’t important to you right now, ask any refugee, homeless person, sick person, poor person, struggling immigrant, downsized person, senior or single mom if money is important.

The understanding and use of Joint Ventures can arm entrepreneurs and employees with a powerful, transferable skill set that can be applied under virtually any circumstances. By removing overhead and optimizing your profit margin through Joint Ventures, you can spread your income sources and expand your options internationally. Prophets are seldom welcomed and often stoned, as people kill the messenger. I have been called the Prophet of Profit. I predict major socio-economic upheavals and I offer the solution – become a Joint Venture Broker in preparation for the gathering storm. The Chinese have a saying: “Dig the well before you thirst.” I have shovels for sale.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Joint Venture Duds Lead to Studs

Five years ago I sat in a White Spot lunch meeting looking at the people around me: an unsuccessful insurance salesman with a slimy sidekick who had the worst table manners I have ever seen, and a bank manager who was only interested in his pending retirement to some godforsaken village in the Okanagan. I remember wondering, “What am I doing with this bunch of losers?” Looking back and tracking referrals and introductions from duds to studs, however, I observe that that insurance salesman and bank manager unwittingly led me to Joint Venture income worth tens of thousands of dollars over the past five years. **While it is true that turkeys seldom lead you to Eagles, you can structure things so that they do, in fact, lead you to Eagles.**

One of the mistakes that many entrepreneurs make is to judge any event, endeavor, or Joint Venture by its immediate, observable, monetary results. After 20 years in business, having been exposed to literally thousands of businesses and entrepreneurs, I have learnt that there are many repercussions, consequences and ripple effects that start immediately you take action. Most of them are not immediately visible or apparent. The majority of the results from any Joint Venture or event are medium to long term. We generally focus on the quick buck, the proverbial tip of the iceberg, instead of the big picture. And that is good news.

Many times, the biggest loser has been instrumental in my meeting a real winner. The dud leads to the stud. You sow in one place, and reap in another altogether. Strategists are like chess players. Strategic thinkers who are also Joint Venture Brokers always look at the big picture. While others are wringing their hands in frustration because they don’t get instant gratification, strategists are comfortably aware of the ripple effects, branding, exposure, and positioning that nets the real players and the

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Lucrative deals. Ever heard of the Six Degrees of Separation? Bob introduces you to Ted who tells Peter and Peter emails Sally, who brings you Mandy, who in turn brings you the deal that changes your life. So it pays you to cast your net wide and make sure it’s the kind of net that will work on big fish.

Here’s the most important lesson I learned: stay connected with the winners, the rainmakers and the movers and shakers. In the long run, they are the ones that will feed you, because they understand loyalty and they recognize those who stay with them. What goes around comes around. Strategists and big thinkers attract like-minded people. But remember this: often, the bigger the database, the bigger the ego. And no matter how connected someone is, if they’re not honest, you don’t need them. So be selective. But even the dishonest ones can get you to the right people. And we know that it’s all about whom you know, with whom you have leverage, and whom you can reach.

Decide not to judge any introduction or Joint Venture by the immediate results and resolve to stay well connected with well-connected people. Hitch your wagon to a star and make sure you create massive reciprocity with that star along the way.

Who’s Your Daddy?

Think back to when you were last in love. How did you feel when you were in the presence of the person with whom you were in love? You felt wonderful. Most importantly, you felt wonderful about yourself. The real reason why you loved that person so much, when you really delve down into your bitter, cold heart, is because they made you feel so great in their presence. They “brought out the best in you”, they made you feel accepted, important, smart, beautiful (even if you’re a real dog), manly (in some cases), wise, valuable and good. They hung on your every word. They longed to help you, spend time with you, give you gifts and make your life work well. They agreed with you, supported you, and told other people how...
magnificent you were. They overlooked your shortcomings. When you snored like a pig, they told you they loved to hear you purr... And of course you reciprocated – you wined and dined them, wrote them nice letters, bought them pricey gifts, called them too often and loved them right back. You might even have held hands and skipped through daisy fields.

When I trained hair stylists to improve their lackluster customer service and sales skills, I suggested they “fall in love with their clients” and that when they were shearing their clients’ collective fur, they should “make love to their clients” – figuratively speaking, of course. When people genuinely care about your wellbeing and goals, when they show that they like you, by listening carefully to your inane prattle, and trying to make you comfortable, don’t you feel a subtle urge to reciprocate? When they relinquish their favorite armchair so that you might be more comfortable, sacrifice their place at the fire for your benefit and urge you to eat the last chocolate on the plate, do you soften somewhat toward their cause? How about that waitress that goes out of her way to make your stay in the greasy spoon less, shall we say, greasy? Do you perhaps lean towards increasing her tip by some miniscule amount?

The reason why Joint Venture Brokers make more money than the regular, self-employed salesperson who masquerades as a business owner, is their innate understanding of reciprocity. They seek to sow before they reap. They understand, somehow, that half a loaf is better than no loaf at all. They seem to believe that unity is strength and that we can accomplish more when we share resources and base our business transactions on relationship rather than the proverbial fast buck. They shun the fast-talking, the slick and the desperate and prefer the steady, sincere, big picture type of business partner. They buy the person before the product, and when confronted with an offensive, egocentric, sales type, they don’t even consider the product he is pushing. Think about it: would you buy a used car from a Tom Cruise type?

Successful Joint Venture Brokers work with people whom they like and respect. They build solid relationships and create value before expecting, or

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
worse still, demanding rewards. They are sensible, professional, caring, ethical and decent. And by being nice, they turn into money magnets. Love your work, love your business partners and clients, and your Joint Ventures will flourish. The best JV I ever did was marrying Rika. After 20 years, she still makes me feel like a king and I still think she purrs. Actually, she does. Build your JV’s on the strong foundation of mutual deference, care and genuine camaraderie and you will make a lot more money and have a lot more fun.

**Joint Ventures - What Goes Around, Comes Around**

This story illustrates reciprocity in Joint Ventures:

His name was Fleming, and he was a poor Scottish farmer. One day, while trying to eke out a living for his family he heard a cry for help coming from a nearby bog. He dropped his tools and ran to the bog. There, mired to his waist in black muck, was a terrified boy, screaming and struggling to free himself. Farmer Fleming saved the lad from what could have been a slow and terrifying death.

The next day, a fancy carriage pulled up to the Scotsman's sparse surroundings. An elegantly dressed nobleman stepped out and introduced himself as the father of the boy Farmer Fleming had saved. "I want to repay you," said the nobleman. "You saved my son's life." "No, I can't accept payment for what I did," the Scottish farmer replied, waving off the offer. At that moment, the farmer's own son came to the door of the family hovel. "Is that your son?" the nobleman asked. "Yes," the farmer replied proudly. "I'll make you a deal. Let me take him and give him a good education. If the lad is anything like his father, he'll grow to a man you can be proud of."

And that he did. In time, Farmer Fleming's son graduated from St. Mary's Hospital Medical School in London, and went on to become known throughout the world as the noted Sir Alexander Fleming, the discoverer of
penicillin. Years afterward, the nobleman's son was stricken with pneumonia. What saved him? Penicillin.


**People don't forget who helped them, and they don't forget who hurt them. By creating value for others, you create value for yourself. Joint Venturing is the mechanism to apply this reciprocity in the business world.**

**Your Life and Business is an Echo**

When you’re in the mountains and you shout, “I am a Winner!” the echo comes back, “I am a Winner!” and when you shout, “I am a Loser!” the echo comes back, “I am a Loser!” Whatever you shout comes back. I often meet people whom I call **excusiologists**. They don’t realize that their life and business is their own creation. They make excuses and blame others for their challenges and shortcomings. When faced with difficulties, instead of getting better, they get bitter. The fact is, whatever your present circumstances, you created them. They are merely an echo of your choices in life.

That’s good news, because just as you created your circumstances, you can change them. You control the echo. You control the way in which you interpret the challenges facing you. You either say, “I can’t handle this”, in which case life will agree with you and you will fail again, or you can say, “No problem – I can easily handle this” and life will behave exactly as ordered.

Your **attitude** determines your **altitude**. Change your thinking and your attitude, take responsibility and start winning. Remember that the word **responsibility** means your ability to respond to your life in any way you
choose. It’s your choice. Even when things happen that you didn’t cause, you can still choose how you will respond.

By aligning yourself with successful, motivated people, it is much easier to change your behavior and make better choices, resulting in good echoes. Take charge of your life. Get out of the passenger seat and take the wheel. Determine that you will create the life you want, starting today. It’s never too late!

A Powerful Question = Big JV Bucks

When I meet potential Joint Venture partners who have databases, the first thing I want to establish is the value of that database. What is the relationship between the person who owns or controls that database, and the people in the database? For example, does the database consist of people who merely submitted their email addresses in order to access a certain web page or download a complimentary report? Or, do the people on that list actually know the owner? Do they know him or her personally? Do they like trust and respect him? Do they pay for their Membership on that list? How long have they known him/been members? I have worked with people who have only a hundred people on their list, yet that list proved more valuable than someone who boasted thousands of people on their database, but had no relationship or credibility with the people on their list. Also, is their database growing or shrinking? You need to know the value before spending resources on accessing that list.

Now here is the Big Question that can literally change your life in Joint Ventures: “What will it take for you to enthusiastically, passionately, and consistently market me and my service/product to your database, with conviction and commitment?” This is a very important question, because we often assume that we know what they want. We need to know exactly what

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
the list owner wants for himself and/or for his members. We need to know how badly, on a scale of one to ten, he wants what he says he wants. If he’s falling around a seven in terms of motivation, you might want to waddle away. Deal with serious, passionate, focused people and you will make more money. Moreover, make sure they understand your product or service, and, most importantly that they believe in it sufficiently to endorse it with the necessary faith and fervor.

**Now, how does that question lead to big bucks?** When you push the list owner’s “Hot Button”, when you can deliver what he really, really wants in return for exposure to his database, when you have his undivided attention and loyalty, he will promote and push your product or service with such credibility, conviction, and consistency, that you will automatically get a great response. The secret is in the belief that list owner has in you, and of course, the **consistency** with which he promotes you. You’re not looking for a one hit wonder. You want him to use repeat exposure and spaced repetition to market you on an ongoing basis in order to get the best results.

What do you think this list owner might want, or better still, **crave**, in return for his efforts to sell you to his database? It could be a multitude of things – access, leverage, reciprocity, commissions, relationship, ego, a trip… don’t **guess** – let him tell you! Pushing someone’s Hot Button is often easier and cheaper than you might think.

So, go ahead. Find someone with a database. Establish the value of that database. Then ask the question. Then decide whether or not you can deliver what that list owner wants. If you can and if you want to, go forward and earn the big bucks in a satisfying, mutually beneficial Joint Venture.

**Joint Ventures Can Set Prisoners Free**

How can a prisoner in a cell earn legitimate money and send it home to his wife and kids or aged parents?

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Before I answer that question, and I will, let’s remember that there are many prisoners out there who are not in jail cells. Think about it. Seniors who are confined to their homes or rooms, through illness, physical disability, lack of transport or poverty, disabled people, stay-at-home moms, people who work long and unusual hours at their jobs, immigrants (I’m one), teenagers who need more money and can’t make enough with a newspaper route, unemployed people who can’t find a job, people who are prisoners of their environment where it’s simply too dangerous to walk down the street…

There are many people who are prisoners of their own thoughts. Their thoughts have locked them into scarcity, fear, lack, poverty and desperation. Last night Rika and I went for dinner in a nice restaurant. The 29 year old waitress told us that she is a single mom and there is no way she can make more money, she’s in trouble, the country is more dangerous than ever and there are no jobs available. She probably tells every middle-aged couple the same story in order to increase her tips, but she seemed to actually believe what she told us. If you tell the same lie enough times, you will believe it. She lives in the safest country in the world: Canada. There is an unlimited amount of money available. There are many jobs available. She is surrounded by opportunities. In Alberta they are crying out for people – they can’t fill the positions. Five restaurants closed down in Edmonton because they couldn’t get employees… It’s all in the mind of the waitress. I gave her my card, encouraged her to look at our website and call me if she had a question. The chances of her calling me are miniscule, but she got the chance to change her life. I can show her how to do that very easily. She won’t call. Her mental prison walls are too high. By changing our thinking about money, we can set ourselves free, both physically and mentally. Leap over those prison walls, my friend, with the power of Joint Ventures.

We also need to understand that a businessperson who needs customers and sales doesn’t care where or how the business is generated, as long as it’s legal. He doesn’t care who brings him the money, as long as he gets it honestly. So your background, circumstances, past, appearance and
experience are of no interest to a real businessperson. The fact that you’re incarcerated in a prison cell, an old age home, or a hut in a forest is of no importance whatsoever. You bring me business, I’m going to pay you. **Where shall I send the check?**

Now let’s finally get back to the prisoner. If he has access to the internet (and many do; they have their own websites, access to the telephone, etc.) and if he was to read everything and listen to all the interviews and podcasts on my website and all the articles on my blog, plus my read my book “*Joint Adventures*”, he would realize that he probably has more time available to make money, and more opportunity, than may other people who are not in prison!

Let’s be very specific. The prisoner uses the internet to get a business to agree to pay him a commission on all business generated. We have hundreds of Members worldwide who will agree do just that in a heartbeat. So now the prisoner has a lot of products or services to sell on a commission basis. Next, he finds people who control or have access to a large amount of people who can buy those products and services. He can use the same list of businesses that pay commissions! Then he connects the supply with the demand through a Joint Venture and gets paid. All on the internet or telephone. There is no limit to the amount of business he can generate. He can distribute tens of thousands of copies of my book in an e-book format, and get paid on all the resulting sales. It’s a lot easier than it seems. He can distribute free reports, e-books, samples, consultations, gift certificates, and seminar seats at no cost to himself. No money, no risk, no limitations. He can work internationally. He **can**. And I can show him how to do it.

The same goes for all the other prisoners. Think about that waitress last night. Instead of whining about how bad her life is and lowering herself to the level of a beggar, could she instead approach a yoga teacher or a hair salon or beauty spa and get them to give her gift vouchers for a free class, pedicure or haircut, on the understanding that if that free sample resulted in real paid business, the waitress would be paid an on-going commission?

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Sure she could. No selling required. No risk. And could this waitress then approach my wife and say, “Mrs. Elliott, as a thank you gesture for being such a wonderful guest, I would like to present you with this free gift certificate for a complimentary haircut at Salon Suzie”? Of course she could. Would she make a good impression? Would she get a bigger tip? Would she now be a Joint Venture Broker and be able to claim business expenses as tax relief? Could she double her income overnight? You know she could. How about offering a free jewelry cleaning and evaluation gift certificate, and getting paid a commission on resulting jewelry sales? She can be a waitress or she can have waitresses work for her distributing gift certificates. You can work in a tollbooth or you can own the tollbooth; it’s your choice.

Before you say, “But how will she know she will get paid?” remember that she has no risk, and no cost. Most business owners are honest, especially Members of the DollarMakers Joint Venture Forum, who agree to abide by a strict Code of Ethics or get fired. Even if she didn’t work with a Member business and she didn’t get paid, what did she lose? Nothing. She made a positive impression, got a bigger tip and learned about money and business, more than she would ever learn in some college or university.

And if you say, “But I’m not a waitress”, we can show you how to work with that same waitress and you will both make money. In fact, you can have a hundred waitresses distributing thousands of gift certificates, even if you’re in a prison cell. The word “but” will keep you in prison as surely as a guard with a large dog and a gun. Rather use the word “how?”

Joint Ventures can set prisoners free. They set me free. They can set you and millions of others around the world free. As long as you really want out of your prison cell, whatever that cell might be. And as you get free, you can set millions of others free as well and get paid for it. That’s what DollarMakers is all about. Making dollars. Make your dreams come true with no money and no risk, using Joint Ventures. The world is your oyster.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
True Potential – the Power of Joint Ventures

An old Indian man saved up all his adult life to buy an automobile. When he finally saved up enough money he bought the car, hitched up ten horses to pull it and proudly paraded through the town, waving to all the people he passed. His son said to him, “Dad, you have two hundred and forty horses under the hood – why limit yourself to ten?”

Our past conditioning, experiences and self-esteem determine how large our goals are, how high our aspirations. For example, one person might have earned an average of $4,000 per month for the last ten years. Would he expect to earn $40,000 per month? Would he see the potential to do that? If he didn’t believe that was possible, would he even try to realize that lofty goal? The Indian man had never experienced an automobile before, so he felt he was doing pretty well, being towed by ten horses. It took his son to point out that he was capable of achieving a lot more.

Here is where the power of Joint Ventures changes everything. Suddenly we can link up with people who expect much more than we do, believe much more is possible and have access to resources beyond our wildest dreams. One contact can change your life. Our world can change overnight. We can wipe out our debts and create massive, passive income or a large bank account in a fraction of the time we expected to do so. Our eyes can be opened to potential and options that we never realized existed and we can obtain assistance, leverage, and power that quadruple our income in the blink of an eye. Joint Ventures are the only magic keys that make those kinds of fast results possible. One Joint Venture can be the missing link that changes everything, the bridge to the pot of gold at the end of the rainbow and the combination to the safe.

Unfortunately, many of us have become so cynical, suspicious, jaded, and skeptical that we quit when the first Joint Venture doesn’t work out. Remember that approximately 65% of the things you try in business will not work. Get used to it. You’re living in the real world. The 35% that work can

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
make you richer than you ever thought possible. Success in business demands maturity, persistence, perspective, and humility. Business is not some child’s game where one pouts, sulks, and turns tail at the first sign of difficulty. Having said that, Joint Ventures allow one to do inestimably more, in less time, with less risk or cost, than any other system around.

A quick example: our DollarMakers goal is to have thousands of Members worldwide, so that every Member has multiple options and JV choices. Together, we can achieve amazing things, and the more Members we have, the more we can achieve. Now most people think in terms of a few friends they can introduce to our Membership. Others will think they might arrange a seminar or a conference call for me to help them sign up more people. Others will think of Joint Ventures with people who have large databases to sell our Membership to, while others will use franchise shows and press releases. What will determine your expectations and the results you get?

There are literally millions of people who can join our Forum. You can wonder how to enroll ten or ten thousand. If you realize that it is quite possible and feasible to enroll a thousand Members without incurring any cost or risk, and you know that it is possible to do so through JV’s, what will you do? How much time and effort will you expend in achieving that goal? And why limit it to a thousand Members, when you could enroll ten thousand? In order to elevate one’s expectations and belief, one needs evidence that it is, indeed, possible, nay, very probably.

Here’s the evidence:

First, we have no competition. The support, structure, maturity, credibility, affordability and experience we offer is enormous, unsurpassed and unequaled value.

Second, our market is massive. Our psychographic and demographic model is so wide (almost anybody in any circumstances, anywhere in the world, can benefit from our products and services) that there are literally millions of prospective clients and Members around the world. (People can buy products and services as well as, or in place of, Membership.)

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
**Third,** we have a strong back-end, effective support and multiple marketing tools and options and it can all be done at no cost or risk, using Joint Ventures.  
**Fourth,** the need for what we offer is growing exponentially.

**Most importantly, our products and our marketing systems are tried, tested, and proven.**

There is a fellow in the UK who controls a database of 90,000 Members. One effective press release can net thousands of responses. The internet offers instant reach. Only 1% of small and medium business owners understands and uses JV’s, and any individual without a business can also use JV’s. Everybody wants more money, and that is exactly what we offer: a way to earn a lot more money, quickly, at no cost or risk, no selling required.

Think **big.** Get excited. The world is your oyster. It all starts with a decision and action. You succeed because of persistence and belief. Let’s work together to make your dreams come true. Join us!

**The Wisdom of Yoda**

Star Wars brought us Yoda. Let’s examine two quotes by Yoda:  
“*Do or do not. There is no try.*”
“*Named must your fear be before banish it you can.*”

There is a reason why people don’t fulfill their promises, reach their goals, and accomplish their objectives. There is a reason why people quit. There is purpose in their choices. It’s not that they cannot, but rather that they will not. For example, when someone tells you, “I don’t have time”, they mean

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
that they have afforded something else, some other action, a higher priority. They have the time; you are just not important enough to warrant that time. When they say they cannot do something, they really mean that they will not. They choose not to. “I will try” really means, “I am not going to do this and I am putting you on notice that I will not. I don’t want to confront you, so I am making this excuse in advance.” That is why Yoda said, “Do or do not. There is no try.” Try to walk. Ridiculous, isn’t it? Yet we use this pathetic excuse daily.

Most of the time people avoid things they fear. They are afraid to admit that they don’t want to attend your boring party or seminar, so they say, “I will try to attend” or, “I don’t have time.” If you offered them a hundred thousand dollars to show up, do you honestly think they would say, “I don’t have time”, or “I don’t know how to get there”? Perhaps you should test them next time… They make excuses because they’re afraid of confronting you or their own laziness, or of being embarrassed. That is why it is important for us to get in touch with our fears. Many people fear the implications and consequences of success. Yoda said, “Named must your fear be before banish it you can.”

When we tie these two “Yodic” sayings together, we conclude that most of the choices that most people make are based on fear. Do you want to work with weak, fearful people? People who will lie, manipulate and backstab, because they don’t have the guts to face reality and themselves? Can you rely on those people? Let us look for the simple clues that clearly reveal whether people are winners or losers. When we see the evidence, we have a choice, whether to work with them or not to. There are three simple clues to look for:

**Clue number one:** People who will not commit. They say they will try. They make excuses in advance. They wait until the last minute. They look for a way out. They do not say, “I will be there, whatever it takes, you can depend on me. Guaranteed. It is my highest priority.” Instead they say, “I’ll do my best to be there. I’ll see what my schedule looks like. I’ll try. If I
can.” What they really mean is, “I am looking for a better option,” or “I am looking for an excuse”. **Try** and **if** are the words of a loser.

**Clue number two:** People who make excuses. The weather. The traffic. The government. The dog. They don’t say, “I fell asleep/I forgot/I was lazy/it wasn’t a priority for me.”

**Clue number three:** Patterns. Look at the pattern of behavior that someone shows you. That pattern is either the pattern of a winner or a loser; it’s that simple. People who regularly show up late for appointments are often concealing passive aggression. If they have let you down six times in the last six months, perhaps you should get the message; if it gobbles it ain’t no Eagle, Earline. They have a track record of keeping their word or not.

Let’s remember Yoda’s lessons. When we let others down, let us examine our fears. Let us be straightforward, honest, and brief. When we look for the three clues and find them, let us make choices based on the fact that losers cannot make you successful. Surround yourself with people who keep their word and believe in themselves. Fearless, congruent behavior is the hallmark of an Eagle.

**The Secret to Success in Joint Ventures**

As in any business, the one attribute that separates the boys from the men, the sheep from the goats and the winners from the losers is persistence. **Resilience** is a better word. Those “coulda, woulda, shoulda” excusiologists simply lack the understanding that there is no success without failure. They blame others, their tools and the economy, instead of taking responsibility for their choices. Some people wilt at the suggestion of difficulties. Others are like Eagles – they soar higher **against** the wind. They agree with Napoleon Hill when he said, “Every adversity, every failure, and every heartache carries with it the seed of an equivalent or a greater benefit.”

Here’s what Howard Rothman says about a book I highly recommend on
this subject, “Failing Forward”, by John C. Maxwell:

“The author of 24 books on maximizing personal and leadership potential, John C. Maxwell believes ‘the difference between average people and achieving people is their perception of and response to failure.’ In ‘Failing Forward’, he offers inspirational advice for turning the difficulties that inevitably arise in life into stepping stones that help you reach the top. Noting that star performers are often those who aggressively push forward after encountering adversity, Maxwell shows how a variety of well-known and not-so-well-known people have forged ahead despite obstacles that could have derailed them.

They include: Mary Kay Ash, who founded her cosmetics firm against enormous odds when the direct-sales company she toiled in for 25 years resisted her continued corporate climb; Truett Cathy, who lost two brothers (and business partners) in an airplane crash and experienced his own serious medical problems before establishing the Chick-fil-A fast-food chain; Greg Horn, who reopened his Kentucky grocery store just 21 days after it suffered $1 million in flood damage; and Beck Weathers, who lost his nose, half of one arm, and the fingers on his other in the infamous 1996 Into Thin Air Mt. Everest tragedy, but now takes a positive message of survival and conquest to audiences around the world.”

If you really want to succeed in business, you have to realize that self-doubt is your biggest enemy. You are the secret to your own success. Nothing and nobody can stop you except your own attitude. Re-read Napoleon Hill’s "Think and Grow Rich". The fact is it’s easier to succeed in business than many believe it to be. You just have to decide to be unstoppable. You just have to commit to success, whatever it takes. Those who bounce back do not give themselves any other options. Quitters never win and winners never quit. Never. Ever. Dogged determination gets results. Surround yourself with winners and you will find resiliency and strength sufficient to every challenge you face on the way to success.

**ATTENTION**: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
“We do not conquer mountains, nor tame elements. The true conquest lies in penetrating the mental barriers; those self-imposed limitations that we carry in our minds.” – Sharon Wood (First North American woman to the summit of Mt. Everest)

Why You Are Not Making Money from Joint Ventures

You might be aware of the well-known study in which twenty insurance salesmen were sent out to sell insurance by cold calling in the same neighborhood.

The first team of ten was highly trained and sophisticated, very well presented and asked to cold call in the neighborhood by knocking on doors.

The second team of ten was badly trained, badly dressed, and badly groomed. They were told to knock on at least fifty doors a day and ask each prospect, “You wouldn’t be interested in buying any insurance, would you?”

The second team outsold the first team by far. That’s right; those badly dressed salesmen who asked a stupid question sold much more insurance than their suave, slick counterparts. Why? Because the “good” salesmen didn’t knock on nearly as many doors as the “bad” salesmen. Action overlooks many sins. I imagine the “bad” salespeople learnt a lot as they went along, learning what body language worked, and developing their confidence every time someone actually bought from them.

I recently had someone call me and whine that he wasn’t making money from Joint Ventures, even though he had attended some of my training. Upon questioning I learnt that his goal was to make $150,000 a year from Joint Ventures (he had no experience in JV’s) and that he actually spent less than two hours a day working on them. In the beginning you have to work and practice so that you can learn. This loser was blaming everybody and everything except himself, whereas a good look in the mirror would show him a lazy man. His problem is not his tools or his training but his torpor.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
His own indolence robs him of success.

**The biggest reason why you are not making a truckload of money from Joint Ventures is LACK OF ACTION.** Laziness. Slothfulness. No work. The more you see, the more you sell. But you also gain knowledge and experience from all the things that don’t work, and you learn not to take “rejection” personally. The most successful entrepreneurs I know continually fail on many projects, but the ones that succeed make us rich. The difference is that we **work**. We follow up. We do whatever it takes. We do what we promise. We take responsibility. We don’t make excuses, blame our tools or procrastinate. We make decisions fast and we take massive action on many fronts. We are reliable and available.

So, if you’re not getting the results you want, double the action you take. Then double it again. Get advice from successful people and then **do** what they tell you to do. Do more than anybody else, and you’ll **get** more than anybody else. Joint Ventures give you maximum leverage and take very little time. You can work with no cost or risk. But you have to **work**. Work more. Work harder. Stop whining and making excuses. When you make your breakthrough, it will be **internal** – in your mind, your level of understanding, your skills, your self-esteem, your confidence. And your success ratio will increase. Think about this: if you had only one JV that you were working on and it didn’t succeed, how would you feel? If you had twenty that you were working on simultaneously and one didn’t work, how would you feel now?

Sow sparingly and you will reap sparingly, if at all. Sow massively and you can’t lose. Get off the couch, out of bed and away from the television and get to work. You’ll be so glad you did. There is magic in action. Here’s the good news for the lazy ones: **the more action you take, the better you get, until you’re so good that you can get a lot more results with much less work.** Then you can work less and earn more. I know we say you must “sharpen the axe” – hone your skills – but you have to actually **use** the axe in between the sharpening/seminars/courses and books. Joint Ventures are **ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting www.LifeIsAJointVenture.com
the key to riches. Don’t throw away the key because you haven’t taken the time and done the work to learn how to use it. Stop whining and start working.

**Military Inspiration**

I love the military and so it’s no surprise to find me reading William W. Johnston’s “Vengeance is Mine” – I already have his next book, “Black Ops – American Jihad” queued up on my night table, and I love the Military Channel. What I enjoy about the military is the notion of commitment and loyalty. I was drafted into the army at 17 but my whole life has been military oriented.

In this world, people can choose between the purgatory of the politically correct and procrastinators, and the victory of the warrior mindset. Too many choose the limbo of the lukewarm, and the chafed butt of the fence sitters, whose favorite word is “but”, unaware that they have made a specific choice between being tepid or terrific. Too many choose the no-man’s land of coulda, shoulda, woulda. Compromise and concession are popular among the pessimists and those who choose fear instead of faith.

Watch the movie “Patton” – it’s worth it just for his speech, (which was naturally edited and censored) – and ask yourself why strong, committed, uncompromising people reach their goals. Read Churchill’s writings and see why he would never tolerate watered down wimps. Those who succeed don’t even consider quitting. Those who win believe they are going to win before they even start. Successful soldiers understand *semper fi* at a gut level. Loyalty is not an option. Retreat is not something they relish.

**How about you? Do live on “Someday Isle”?**

Someday, I’ll lose weight.
Someday, I’ll have the guts to fire my boss and get into my own business.
Someday, I’ll be a better husband.
Someday, I’ll write that letter/honor my commitments/take that trip…

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
I love Veteran’s Day because it reminds me that persistence pays off, that quitting is never an option, and that the strong and honorable will always win. Strength is a choice. Victory is a series of choices. There are many lessons to be learnt from the military, but the most important is this: **choose your goals, commit, pay the price and win without compromise.**

**The Mental Foundation of Successful Joint Ventures**

The foundation of a successful Joint Venture Broker is mental and attitudinal. Without the right psychological set, and sans the beliefs and outlook required, don’t be surprised if your JV’s mysteriously crash like clockwork. With the wrong mindset, your Joint Ventures will fail furiously. By adjusting your mental attitude and belief system, however, you can become the Joint Venture Money Magnet you want to be.

I am constantly being approached by self development “experts” who want to teach the Members of the Joint Venture Forum how to adjust their beliefs so that their Joint Ventures will flourish. Only problem is that these particular self-styled gurus have no idea what a JV is. They prove that to me by the way in which they approach me. You can’t teach something that you don’t understand, Willa Sue. You can’t use mayonnaise to lubricate your tractor.

The Joint Venture Mindset can only be understood by someone who actually does JV’s. We are creating some products to help people develop this mental alignment, but meanwhile, let’s cover a few aspects of it right here.

**First**, remember that your belief system controls what you accomplish. You have developed your belief system about what is right, what is wrong, what is possible and what is not possible, plus what will or won’t work, and why, by gathering evidence. What you believe about yourself and your potential, about other people and money, controls your life. The evidence you have gathered will, in turn, filter any new evidence you are exposed to, because

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
we seek evidence that will support our dominant beliefs. That means we block out anything that doesn’t fit our existing beliefs, which is pretty scary, when you come to think of it. Experts in brainwashing specialize in changing those beliefs.

Your religious beliefs, values and expectations are strongly imbedded and set, and it takes more that one quick fix seminar to change them. It takes more than reading a book or attending a teleclass. It takes a little effort and persistence in order to turn around an attitude that has become very comfortable and entrenched over the years, in spite of the fact that your beliefs may be hindering and sabotaging your success in a big way. People reject and avoid change, yet we need to change what we think if we want to change our circumstances. You have to change what you believe in order to change what you accomplish. In order to change your beliefs, you should remember that it took years to selectively accumulate evidence and build your current belief system, and it will take some effort and time to change that.

That’s the reason why people give up so quickly when their first JV attempts don’t succeed. Deep down inside, their subconscious tells them, “See, I told you it would never work. It doesn’t fit with what we believe! We believe that we have to work hard for many years, sacrifice our personal time and values and limit our income, and we have gathered lots of evidence to prove that. Now we have even more proof that we were right, and that it is impossible to make money by brokering JV’s with no risk or cost and very little time.” They actually failed on purpose, unknowingly, in order to prove that JV’s don’t work, in spite of the fact that they paid good money to learn how to broker JV’s, by giving up too soon! They are secretly, unknowingly, seeking evidence to prove themselves right and to remain in their present situation. Their dominant belief was, “This won’t work. I can’t become rich. I don’t deserve it. This doesn’t fit with what I believe.” So they quit and failed as soon as possible, to prove themselves right! As I said, scary. But true, nevertheless.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Second, remember that all our limitations are internal, governed by our own expectations and self-esteem. Two people with the same background, IQ, education, opportunities and marketplace, will accomplish vastly different results, based purely on their mental attitudes. You have created your own circumstances and you will continue to determine your own success or failure in life. I often hear from people, “This society/town/environment/group is the problem.” No. You are the problem, the catalyst, and the solution. Once we realize that we are responsible, we can make the changes necessary.

Thirdly, accept and understand that you can change and that you can change dramatically. But in order to change, you have to be highly motivated and prepared to pay the price of change. There is a way to change your beliefs, expectations, mental attitude and self-image, and it is more simple than most people believe – see, there’s that old conditioning again – “You can’t teach old dogs new tricks”, and “If it was so easy, everybody would be doing it”…

So here is the simplistic, basic, easy-to-understand solution. If you want to change your beliefs and accomplish new goals, change your life and create financial freedom by brokering Joint Ventures, you must do what I had to do when I first got into business at the ripe old age of 32. I had some really ridiculous beliefs about business and money and myself. But I was highly motivated and seriously committed to change. I was prepared to pay any price. Do what I did and you’ll get the results you want:

1. Immerse yourself in Joint Venture information – there are over 300 articles in this book. Read them all.
4. Attend the Joint Venture Broker Bootcamps 101 and 202 until you get results. Get the downloads, the Home

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Study Course, everything we offer.

5. Join the DollarMakers Joint Venture Forum so that you can surround yourself with other Members who believe in and understand and do JV’s. There is a powerful support system and unlimited opportunities for Members who really want to accomplish things. The world is our oyster and it makes sense to work together, because that way, we all accomplish more as individuals. That’s the basis of JV’s anyway, right? Mix only with successful people.

6. Cut yourself off from negative people, losers, naysayers, negative information, socialistic and limiting viewpoints and all forms of collectivism. Do not allow information that will sabotage and undermine your new growth.

7. Manage your self talk, your input and your geographical surroundings. In a nutshell, if you tell yourself, “This won’t work” while you read collectivist literature and spend a lot of time in fast food joints, success will elude you.

8. Finally, work, do, take action. Consistent, passionate, action. You learn by doing, correcting, and trying again, just like that little engine that could. Work is a dirty word to a lot of people, I know, but the serious ones are prepared to work. The harder you work to change your mind, the less you will have to work as time goes by.

It worked for me and it will work for you. It takes a bit of time, but what you sow, you will reap. You will reap in direct proportion to the amount you sow and the intensity with which you sow, your level of commitment and the amount of enthusiasm and passion you bring to the table. We at the Forum are ready, willing and able to work with you. We have the tools available.

You can use Joint Ventures to accomplish all of your goals.

Use This Joint Venture Secret Weapon

Remember when my mechanic told me that I needed to replace the water pump in my car, my first question was, “How much will that cost me?” His
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com

wise reply was, “Let me tell you what it will cost you if you don’t replace it right now.”

Imagine a pilot, flying through a storm, who ignores his instruments. Even though his altimeter shows that he is losing altitude, he sighs, “Oh, it doesn’t feel like we’re dropping like a stone…” Ridiculous. Or the insurance salesperson who disregards the scoreboard on the wall and says, “I have a good feeling about this coming week – I have a lot in the pipeline” or "My kids have been sick." We’ve all met salespeople who live in denial and use excuses to avoid reality. Then, of course, you find the people who will not accept that their spouses are having affairs, even though the entire world knows it. Maybe you know someone like that?

We all like to give people the benefit of the doubt. Nobody enjoys confrontation and it’s nice to be understanding and forgiving. It’s tempting to overlook the sins of other people; perhaps then they won’t notice our own shortcomings. It’s easier to close our eyes to uncomfortable realities. We don’t like to be reminded of the fact that we’re off target, slipping back or missing the mark. We tend to shoot the messenger, or hide weakness behind the guise of political correctness or “good manners”. It’s like taking the X-Ray that shows that the patient has cancer, and to avoid the treatments, we paint over the bad pictures. It doesn’t change the facts; it simply prolongs or delays the inevitable. In fact, it worsens the situation. Instead of intervening and correcting things, we escalate the downturn and maximize the damage. Pay me now, or pay me later. Like the water pump analogy, later is much more expensive.

Here is the secret weapon to Joint Venture Success: set specific, measurable goals and refer back to them, measuring your success every single day. A guided missile corrects its course every fraction of a second. The autopilot in an airplane does the same thing. Measure, correct. Measure, correct. Adjust until you reach the goals. The more you measure and correct, the faster you will achieve success. Set the standards. Years ago, I met a man who told me that he could show me how to double my sales. I ask him how that would be
possible. He asked me how many times a week I held sales meetings for my sales people, and I replied, “Once a week”. He said, “Hold a sales meeting every day and you will double and then quadruple your sales. The bad salespeople will leave because they don’t want to be held accountable. And your good salespeople will flourish.” I followed his advice and soon quadrupled my sales. Winners pay the price, while losers run away, crying that you're nasty.

Set specific, attainable, exciting, measurable goals for your Joint Ventures. Monitor them daily with your JV partners. Objectively confront and correct to make sure you stay on track. Be flexible and focus on the goals. Don’t allow excuses. Hold people accountable and be accountable. **Be serious and committed to your goals, and you will have discovered the secret weapon to success.**

**Baggage is Beautiful**

Watch Glenn Beck on CNN – listen to his radio show. See how self-effacing he can be: “I’m a recovering drug addict and alcoholic, what do I know?” and we learn that baggage can be beautiful. Mr. Beck is a very smart man. When you can be real about yourself, laugh at yourself and use your bad, past experiences to connect and correct, your past sins can become blessings. A wide frame of reference can create empathy, insight and wisdom. In Robin William’s movie, “Man of the Year”, we saw that people understand and accept imperfection; they can relate to it. What they can’t relate to or trust is hypocrisy.

How can you use those past failures and bad choices to teach and help other people? Do you realize the power of the past, instead of wailing about how tough your life has been? What doesn’t kill you makes you stronger, remember? I would rather team up with a self-made person who has been bruised a bit and become real, than some namby-pamby, coddled and spoilt, egocentric, silver spoon-in-the-mouth pretty boy whose daddy paid for everything. I trust people who admit their faults without beating themselves
up. If you’ve handled tough times in the past and come through it with a better perspective and well-honed life skills, you’re better equipped to handle future storms.

People think they have to hide their past blunders. “I never inhaled”. Imagine if Bill Clinton had said, “Yes, I did have sex with that woman, and I’m still one of the best presidents you ever had, so get over it!” I think that would have worked for him, especially in a world where people want results, not whitewashing. Get real. You’re not alone in your imperfection, and experience is something that daddy can’t buy for you. When you learn from your mistakes, are you not stronger than some untested individual? When you have been there, done that, are you still as vulnerable to temptation as that wet-behind-the-ears newbie? I think not.

Here’s what you do have to look out for: patterns. When peoples’ lives demonstrate a pattern of failure, stay away from them. If that alcoholic falls off the wagon every six months his baggage is no longer beautiful. Look for Joint Venture partners who have a track record of learning from their mistakes, not repeating them. And take a good, hard look in the mirror at the same time. Baggage is beautiful when bad experiences and choices are stepping stones. Anyone who tends to carry those stepping stones around in his backpack is a liability.

When I speak to groups of people (90 people last night, six more talks in the next seven days), I am careful not to appear arrogant or talk down to my audiences. I don’t start believing my own PR and I remind myself that there are a lot of people in the audience who are a lot more accomplished and much smarter than I am. I don’t pretend perfection. It works for me. Your past failures can make you bitter, or better. Choose better.
Are You Living a Full Life?

Too many of us live lives of quiet desperation, too scared to breathe, too timid to upset anyone, confined to our own, self-made prison cell, musty with the odor of dead dreams and disappointments, discarded ideals and sacrificed goals. Then we get old and bitter and we scowl at happy people, begrudge them their success, albeit hard-earned, and stoop low under the burden of regret and self-recrimination. Sir Walter Scott said, "One crowded hour of glorious life is worth an age without a name." How true. A life half-lived – a semi-conscious existence – instead of a vibrant, purposeful, exciting adventure.

I see the robots and the clones every day – addicts desperately sucking their stinking nicotine drug in those filthy glass cages in airports, bowing and scraping to their bosses, smiling through gritted teeth at service staff who treat them like rabid dogs, the sycophants and the groveling “yes men” who hate themselves for their own subservience but prefer their suffering to the alternative: freedom. They grab at any drug that will numb the pain of compromise, including mindless television, the ubiquitous hockey and football, and the ultimate mental band-aid: food. Obesity is the shield that they hope will protect them from the pain of reality.

Robert Wickman said, "Life is not a journey to the grave with the intention of arriving safely in a pretty and well preserved body, but rather to skid in broadside, thoroughly used up, totally worn out, and loudly proclaiming: 'Wow! What a ride!'" Consider Christ's complaint against the Laodiceans: “I know thy works, that thou art neither cold nor hot: I would thou wert cold or hot. So then because thou art lukewarm, and neither cold nor hot, I will spew thee out of my mouth.”

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
“Security!” they cry. “Don’t rock the boat”, they whine. Their favorite word is “but”, their justification is “It’s too good to be true” and they die with the words “coulda, shoulda, woulda, if only” searing their brains and ripping their hearts. General George Patton said, "Fixed fortifications are monuments to the stupidity of man." The fence sitters and the politically correct are their own worst enemies. They slowly become invisible as they blend into the background, the extras in life who voyeuristically watch the stars enjoying life. “This is the way the world ends, not with a bang, but a whimper” – TS Eliot.

We don’t have to join the ranks of the also-rans, the mediocre, the herd, the rat race. We don’t have to be serfs and servants, beggars and bores. We don’t have to crucify our dreams and wear the hair shirt of disappointment. It’s not too late to break free of our prison cells. So many prisoners ran to try and get over the wire, preferring machine gun death to internment and emasculation. We don’t face death, yet there are people who risk death every day just to live in North America. Do we throw up our arms in gleeful gratitude that we live in the best, most wealthy area of the world? Do we grasp the vast opportunities around us and set out to make our dreams come true? Do we bravely pioneer new business opportunities, meet new friends, and live life to the fullest?

It’s never too late to pick yourself up, dust yourself off, and start all over again. You’re not too old. You can bounce back. You can start dreaming again. Pick up those old dreams, brush the skepticism and cynicism off them, polish them up with a spot of enthusiasm, add passion and expectation, and a bit of good old courage, and you’re off to the races. Better to have tried and failed than never to have tried at all. You can do it. Take a stand. Make a statement. Seize the day. Take back your self-respect. Smash the bars of guilt and break free. There’s a great big world out there that rewards initiative, persistence, bravery and passion. Money flows to value and integrity, no matter who you are or what you have done or not done in the past.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Determine that you will grab life by the horns – it’s better to live a full life for twenty years than to die at 80, never having actually lived at all. And if you’re already eighty, maybe it’s time to start kicking some ass.

“There is no chance, no destiny, no fate, that can hinder or control the firm resolve of a determined soul.” – Ella Wheeler Wilcox

Self-Talk for Successful Joint Venture Brokers

Here’s a little self-test for you to see just how powerful positive affirmations are.

We’ve all heard that when you repeat positive affirmations with passion, belief and enthusiasm, you effect amazing change in your life. Most of us never take the time to really focus on that powerful exercise and our skepticism instantly kicks in when we hear it. So, here’s a test to prove it.

Have someone agree to join you in this little experiment. Stand in front of your friend, facing one another. Hold your right arm out parallel with the ground. Now close your eyes and think about the most positive, happy, uplifting times in your life for four, full minutes. Breathe deeply. Imagine you’re there, feeling the feelings, smelling the smells. Really get into it. Now, signal your friend to try to push your arm down. He will find it very difficult. You will find a lot of power in your right arm.

Now repeat the exercise, remembering and visualizing the most negative, depressing and pessimistic experiences you ever had. Your friend will easily push your arm down; you’re weak and powerless. Try it – it works. Just like when you use negative phrases and affirmations like, “I’ll try – I’ll do my best – I hope so – if only – but – easy for you to say so – too good to be true – what's the catch? – I’m dumb/slow/stupid/poor” – you get the point. What you talk about will not only affect your thoughts and attitude, choices and abilities, energy, health and relationships, it will also directly affect your bank account.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
You can change your life by changing your thoughts, and it happens faster than you think. By using positive affirmations, you will find yourself making very good choices, some of which will get you positive results very soon. Here’s another exercise: enthusiastically, passionately and loudly verbalize the following affirmations for ten minutes with belief, faith and conviction, then read my offer at the end of the affirmations (not before) and see whether you react positively or negatively, and whether or not you take action. I will list my very own, personal, favorite affirmations for you.

I am a lean, mean, money machine!
I am bulletproof and powerful!
Every day, in every way, I am getting better and better, richer and richer, stronger and stronger!
I love life, I love people, I love business, I help millions of people and create massive value for them, and I am rewarded for it very day!
I have multiple rushing rivers of massive, increasing, passive income, flowing into my life every day!
I am indestructible and laser-beam focused. I smash through every challenge and every enemy!
I am the Prophet of Profit - I prophesy greater wealth for myself and all the JV Forum Members who want it!
I am an unstoppable, absolutely focused, determined, fearless warrior!
I am a DollarMaker. I am a money magnet. I attract wealth and joy. I attract amazing Joint Ventures and wonderful people into my life.
I create my future and I make my dreams come true.
I am happy, healthy and successful!
I am surrounded by wonderful friends and family. Together, we do amazing things.

Now read this:
I was made an offer by a wonderful Member of the Joint Venture Forum. She said I could become a bona fide travel agent with all the benefits, Familiarization trips and discounts for $460 and get double my money back.
in 30 days. I did. She has personally made $4,000 in 23 days. I will make a serious amount of money and save a lot of money doing this as well. If you’re interested, go to www.protravelnet.com/mwex for more information.

How did you respond? It was a genuine offer, by the way. We focus either on what we want or on what we don’t want, why things can work or why they can’t. Your affirmations will affect your life a lot, as long as you use them consistently and with focused energy, visualization and belief. You will move from fear to faith, mediocrity to greatness and despair to joy. Note that you should use specific numbers in your affirmations.

Recently, I spent a week putting a lot of energy and great focus into my affirmations. By the end of that week, I had closed a deal, which will make me thousands of dollars per month at no risk or cost to me. It works. Try it – you’ll like it.

How to Delegate Successfully

Every entrepreneur knows the power of duplication and leverage available though effective delegation. But few business owners understand how to make the process truly successful. Control freaks need to remember some basic facts about delegation.

The person to whom you are delegating any task or project should see it as an honor, a privilege, a step up, an award and a promotion, instead of a task that the boss is simply too lazy or too inept to take care of himself. The way a task is delegated should inspire and encourage the person to whom the project is being delegated. What is in it for them? How will they benefit from being delegated this work? What will they learn? How does this fit into their career path and personal goals? Why should they be excited at the prospect? These questions should be asked and answered before you even think of delegating anything.

Delegation is not a way out of responsibility. When you delegate a task or a
process, you are still ultimately responsible for the outcome. It is not a way to escape accountability or find a scapegoat. With responsibility, comes authority. Give them leeway and authority. Theodore Roosevelt said, "The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it." The person to whom the campaign is delegated should be carefully instructed, in writing, exactly why they are being delegated the work, what’s in it for them, what the parameters are of their authority, what the reporting system is, and what support is available to them, along with the timeframe and resources available. Communication and access on an ongoing basis is essential.

Give credit where credit is due. Andrew Carnegie said, “No person will make a great business who wants to do it all himself or get all the credit.” Be generous in your praise. Focus on what they’re doing right, not their mistakes. Allow them the freedom to fail and make mistakes. Motivate them, encourage them and be there for them. Help them. Don’t be too rigid — flexibility and patience encourages creativity and innovation. General Patton said, "Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity." Create champions. Use positive reinforcement. Praise and thank them in public.

The best leaders take the time to get to know the people to whom they delegate. They don’t try to force round pegs into square holes. They allow people to use their strengths. Never try to create a strength – rather use a strength. The right character type/personality style in the right place is a money machine. Compliment one person’s weakness with the strength of another. Be strategic in your delegation. And always be kind. But be clear and firm on the goals, the consequences and the rewards, Lead by example and remember that respect has to be earned.

Blaine Lee said, "The great leaders are like the best conductors - they reach beyond the notes to reach the magic in the players." Allow your people to be the best they can be. Help them grow and prosper. Remember what Zig
Ziglar said, “You can get anything you want out of life if you’re prepared to help enough others to get what they want.” Bear that in mind when you next decide to delegate anything. The buck stops with you and you should never take the credit. By all means, inspect what you expect and keep your finger on the pulse, but don’t clip the wings of your Eaglets. Finally, be strong enough to revoke a task when the person to whom you have delegated it consistently fails or shows lack of enthusiasm or ability. Business is about profit. In our politically correct, collectivist society, I believe a lot more people should be fired and everyone should work on a commission basis, starting with union workers, bureaucrats, and politicians. Reward people in direct proportion to their contribution and you will lose the losers and create a powerful, unstoppable team of winners.

**Rejecting the Yellow Brick Road?**

Rika and I were sitting outside in the hot tub at our hotel in Whistler BC, talking. The air was crisp with the lightest snowfall. It was our ninth anniversary in Canada and we were celebrating, setting new goals and expressing our gratitude for our wonderful lives. We had followed our Yellow Brick Road. It started 20 years ago, and 10 years ago the road led to Canada. And, as usual, the conversation turned to a good friend who stayed behind in South Africa, all those years ago. He rejected the Yellow Brick Road and now it’s too late for him to immigrate. While our lives just get better all the time, he sees the disintegration of his world as it degenerates into more chaos and violence every day.

Why do people bite the hand of the guide who wants to lead them to a better life? What makes them reject riches in favor of mediocrity and frustration? What causes them to turn away from the Highway to Happiness and slink off down the Lane to a Lackluster Life? Is there a reason why people choose failure and disappointment? Why throw the gift of hope and success back in the face of the giver? I think I know the possible answer.

When someone has been lied to about how things work his whole life and...
someone comes along with an offer of real success, it’s hard to break through all that negative conditioning. “It’s too good to be true! What’s the catch? What if I fail?” That was true for me, too. When I was offered a way out of living from paycheck to paycheck 20 years ago, my mentor insisted that I listen to a set of six goal setting and personal development tapes six times over. I had to repeatedly listen to those wonderful audio cassettes by Paul J. Meyer. We listened and we listened and then we listened some more. And then we got more tapes and we listened to them. And slowly, we started to change our thinking. We slowly chiseled away at our destructive programming until we could see clearly. To this day, we still have to work on our conditioning because we live in a world where people are encouraged to stick with the status quo. Self-development is a lifelong quest.

If you think you haven’t been exposed to lies about money, wealth, value, business and success, I challenge you to check your response to the next business opportunity you see. Do you think of reasons why it will work out, or do you instantly start making excuses and find a reason to turn it down? Think about all those who have a vested interest in keeping you stupid when it comes to money. Yes, I said stupid. The bank wants you to pay them 18% on your own money. I make 18% on the bank’s money. Think about that. I can show you how to do that in five minutes. The colleges and universities tell you to get into debt in order to be educated so that you can get a job and stay in debt. Why? So that those academics can keep their jobs and stay poor, too. Employers want you to stay stupid and keep making them rich while you live paycheck to paycheck. And poor people give you advice on how to stay poor.

If we were going to live forever, I wouldn’t be too concerned. But time is running out for you like the sand in an egg timer. You’re going to get old and frail and perhaps sickly. Do you want to be poor as well? There are 80 million baby boomers, 70 million of whom can’t afford to retire. In your old age, don’t you want dignity, freedom and quality of life? You will need money for that. If your wife needs a hip replacement, you’re going to need money. If you get sick and can’t work, where will the money come from? If

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
the neighborhood deteriorates, wouldn’t it be nice to be able to move away to a better neighborhood? How about your kids right now? Do you want them to grow up with all the money they need or with the poor self-image that results from growing up in a family where there’s never enough money? Would you prefer to spend your time with your kids or serving demanding strangers in a restaurant?

No, I’m not politically correct. I don’t have to be. Only pawns and robots have to be politically correct and live in fear of upsetting their minders and benefactors. Money can buy you the freedom to tell it like it is. There is still time for you to follow the Yellow Brick Road. You can attain financial independence much faster than you think. You can break free from financial fetters, fear of being fired, debt and mediocrity, irrespective of your circumstances, background, age, or education. But only if you’re as motivated as I was 20 years ago and every day after that. **Do it now. Your prison door is not locked. On such a full sea you are now afloat.**

**A Shocking Revelation**

My friend Isaac sent me a video clip of a commercial with a man and a woman standing on an upward moving escalator in a shopping center. Suddenly, the escalator stops moving. The man and woman are shocked and awed. They start calling out for help, as they stand of the stationary escalator, half-way up. Then the woman borrows the man’s cell phone to call 911 for help. They are disgusted and indignant that nobody rushes to assist them. They stay exactly where they are, calling out for help, instead of simply walking up the escalator to the next floor.

I recently talked with someone who had bought into a business opportunity. This person paid her money and is impatiently waiting for someone to magically step in and do the work for her. Welcome to socialism,

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
entitlement, laziness, apathy, and plain ignorance. The shocking revelation is that you have to **work**. Just because you paid for the privilege to get into a business doesn’t entitle you to an income for the rest of your life, Virginia. That’s called communism. That’s the world of bureaucrats, politicians and collectivists. In a capitalist system, you get paid for the value you create. Nobody is going to do it for you. Sorry, old thing. You paid for training and support. Now you actually have to work.

The same goes for people who join any organization. You pay to become a member and access the member benefits. You are not buying a group of able-bodied and willing slaves to work for you for the rest of your life while you crack another beer in front of the television set. Is it true that when I buy an electric drill from Sears, I can take it home and leave the drill in my workshop to drill all the holes by itself while I take a nap? I think not. A business opportunity is a tool. Membership in any organization is a tool, an opportunity, access. What you do with the tools and opportunities will determine how much money you make. There are no escalators to success – the ladder to success has to be climbed – a **shocking revelation** to people who are used to being carried by others all their lives.

Here’s how you will know if you’re dealing with a leader or a passenger, a winner or a loser, a creator or a leech: **when people ask you how much other people in your organization or club are making, you know you’re talking to a loser**. In every group, there are people who use the tools, follow the rules and make the money, while others will whine and grumble and find excuses to stumble. When a winner joins any group or gets involved in any organization, she will proactively create success, using the tools at hand. She will be circulating and percolating, making the contacts and writing the contracts, moving and grooving. She will perceive every glass as half full and focus on the positives, while rising to the top like the proverbial cream. She will emerge radiantly, like a lotus flower, from the muddy rat race of plebs. When the escalator stops, she will bound enthusiastically up the stairs and reach the top floor while the majority (yes, the 90%) are still shocked and awed and blaming the elevator company for their lack of progress and

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
slothfulness.

There is very little competition at the top of the ladder. It’s not crowded. The cream is 10%, the milk 90%. By choice. It’s all about having a great, proactive, responsible attitude and creating the future you want. You have created the circumstances you are currently experiencing. I can blame that drill all I like for the lack of holes. I can curse the escalator company, the weather and George Bush, but at the end of the day, “If it’s to be, it’s up to ME.”

Get Lazy and Cheap When You Work

Do you believe the following lies?
Money doesn’t grow on trees.
You have to spend money to make money.
The higher the risk, the higher the reward.
It takes a long time to make money.
You have to put in long hours to make money.
You’re sure to succeed if you buy a franchise.
If it sounds too good to be true, it probably is.

OK. Let’s examine the above and then I’ll tell you why it’s good to get lazy and cheap when you work.

Money doesn’t grow on trees.
That is indicative of scarcity thinking, like people who fear their competition. Like there’s not enough to go around – a shrinking pie. People who believe that have never discovered a money tree. What’s that? Read on, Ginger.

You have to spend money to make money.
Every resource you need, including money, credit, reputation and skills, is already available to you through someone else. Why buy it if you can borrow it? We are surrounded by underutilized resources and hidden assets.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJoint Venture.com
Don’t spend your money.

**The higher the risk, the higher the reward.**
I say, “The higher the risk you take, the lower your IQ!” Ask any gambler. If all the resources are already available to you, you can do business with no money and no risk. Conventional new business start-ups have an 87% of failure. Vegas is starting to look good…

**It takes a long time to make money.**
In the Industrial Age that was true. Not now. Not in the Information Age. You can do a deal in one hour that makes you $40,000. Joint Venture Brokers do it all the time.

**You have to put in long hours to make money.**
Same as above. (See? I save time.)

**You’re sure to succeed if you buy a franchise.** Yeah, right! That’s what some sales people tell you with their skewed statistics and paid testimonials. Not true.

**If it sounds too good to be true, it probably is.**
Someone who earns $5,000 per month and doesn’t understand business and leverage will find it hard to believe that you can make thousands of dollars with very little time, no money and no risk. To him, it sounds too good to be true. Nevertheless, it *is* true.

**Right. Now you want to hear about cheap, lazy and money trees.**
As a Joint Venture Broker, you should decide to expend the minimum amount of effort and time on any deal. You should resolve not to spend your own money. You should choose to do every deal with no money, no risk and the minimum amount of time. And you can, if you know how. By leveraging the resources of others, you gain leverage on those who control the assets/resources. By removing the risk you sleep like a baby pig at night, with no worries; if things don’t work out as expected, everyone remains

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
friends, you don’t lose the family farm, and you simply move on to the next exciting opportunity.

You’re not really cheap, you’re simply not spending money in order to get commitment and buy-in from your JV partners. “Lazy” means you’re not a common laborer but a person with an actual brain. Use you head, not your hands. Work smart, not hard. Joint Venture Brokers simply link supply with demand and reap the ongoing rewards – they take a piece of the ongoing profit generated. They are paid for results instead of empty promises. Brokers don’t go broke. (You like that one?)

Let me give you a simple, real-life example of a Joint Venture created only yesterday by a very smart young man by the name of Michal Jaster, a respected Member of the DollarMakers Joint Venture Forum, who has attended our Bootcamp and understands how JV’s work. Michal approached a marketing company to market my keynote speeches and in-house Joint Venture Bootcamps. He set up a conference call between me and the marketing company. If the deal works out, Michael will earn $2,500 every time I speak as a result of the efforts of this marketing company, without spending a dime and without any more time invested, outside of the two hours he invested to set the deal up. No money, no risk, total two hours invested. And if it doesn’t work out, it only cost him two hours and he learned how to do it better next time, plus he made new friends/contacts. If it does work out, he will earn ongoing passive income at 100% profit.

That Money Tree? That represents the back-end income and additional options that become clear and available to someone with the JV Mindset. In addition to the $2,500 that Michal will earn every time I waddle around on a stage somewhere in the world, he will also earn commissions from five additional income streams that we will easily build into the process. Ka-ching!!!

And then people ask me why I love being a JV Broker.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
The Strength of the Sword…or the iPod

At the DollarMakers Joint Venture Broker Bootcamp in Toronto on Saturday, I acquired a new MP4 Player, preloaded with some amazing audio books, from JV Forum Member Mike Cecotka. This little gadget is quite amazing – it’s a voice recorder, a radio and an MP3 player – music, videos… I wouldn’t be surprised if I could train the thing to wash the dishes! It’s a tiny miracle and I couldn’t wait to get my music onto it. I am, however, a self-confessed Luddite, a non-techie, a technological idiot. I have a big old black, paper diary that I call “Barry” – my own Blackberry. I am somewhat behind when it comes to computer things, so I rely on techno wizards and geniuses like our Technical Director.

It took me years to get a DVD player, and even longer to learn how to download music from the internet. Now I have a nice little collection of my favorite songs, and imagine if I could get these and my Ayn Rand audio books onto this little thingamabob! Especially since I spend many hours every month on the world’s friendliest airline, WestJet. What an exciting prospect! The only challenge I had was that I had no idea how to actually use this widget. No idea. But my level of motivation was fifteen on a scale of one to ten. Every little victory in my progress has been really exciting. When I actually heard my favorite radio station, Rock 101 on it, I nearly flipped. Then I managed to download my tunes, and freaked out when I saw that I had captured Jethro Tull, Francoise Hardy, Bob Dylan, Santana, Otis Redding, Elvis and others on this miniature jukebox!

The Strength of the Sword is in the heart of the warrior who wields the weapon. Nothing and nobody was going to stop me from discovering how to use my new toy. Not jetlag, frustration, time restraints, mistakes, or temporary failure. That’s the simple difference between winning and losing – persistence, and the insistence on victory. If your motivation is high and
your belief in yourself is high, you are unstoppable. When your passion is perfect and your belief is bulletproof, your ultimate success is guaranteed. When you decide to win, whatever it takes, regardless of obstacles or the opinions of others, you will reach whatever destination you choose. This is a simple illustration of a balding, middle-aged man fiddling with a simple iPod thingy, but the principles of success remain the same. The tools you buy are only as valuable as their application. If you leave them under your bed, you won’t wake up in the morning to find they have built you a new kitchen cabinet.

I encourage you to dust off the books, the tools, the gadgets and the skills you spent so much money on. Most of all dust off your dreams and take your goals back down off the shelf. This year is going to be the best year of your life so far, if you decide to make it so. And if you’re really smart you can surround yourself with people who can share their skills with you so that you don’t waste time or miss out on the wonderful opportunities that surround us all. I know that I can pick up the phone and call Mike any time and he will gladly show me how to make my MP4 player work. Right now, I’m just loving listening to Santana, the Eagles, Jimmy Hendrix, and Tony Bennett.

**Got Some Bathwater to Throw Out? Why not Add a Baby?**

We’ve heard the old saying, “Don’t throw the baby out with the bathwater.” It amazes me that people do this all the time. They burn the wrong bridges, too. We’ve all done it when we were young and immature, and when we believed we were invincible and that we would live forever and didn’t need anybody. But as we get older, we realize the futility of the quick buck, overreaction and clogging the old drain with a baby.

Recently a Joint Venture Partner who was paying me thousands of dollars a month in commissions, showed his true colors by getting greedy and cutting side deals with others, in spite of the fact that he had agreed not to do this. He also welched on a commission payment. I walked away from him and left him to his wily ways, and he lost all future business from me. Since

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
then, I estimate he has lost around $90,000 in business that he would have received from my referrals. Greed and pride are the enemies of successful business relationships. Self-discipline, honesty, and generosity build strong relationships and bridges that can carry a lot of money traffic through the years.

Impatience, arrogance and desperation often cause people to fling the infant out with the bathwater. When you see people overreacting and getting overly aggressive about unimportant things, realize that they’re probably in financial difficulty. That’s why it’s important not to rely on sensible, levelheaded responses and choices from emotional, cash-strapped people. Avoid them when considering potential JV partners. They’re more likely than others to lose perspective and justify unethical behavior. Situational ethics reign in their world.

Successful Joint Venture Brokers understand the big picture; they don’t compromise when it comes to integrity, but they remain human, forgiving, and flexible. They learn to roll with the punches and they’re very selective with whom they work. They seek relationship, trust, and loyalty before the fast buck and instant gratification. The most successful JV Brokers I know don’t forget who hurt them and they don’t forget who helped them. They don’t tolerate dishonesty and they blow up bridges between themselves and losers, while building and maintaining bridges to good people. They nurture good relationships like a baby. They don’t end a million dollar business relationship for $1,000. They maintain perspective and build strong foundations for the future.
Purpose and Posturing

USS Elliot (DD 967), commissioned on January 22, 1977, is the fifth ship of the 31-ship class of SPRUANCE destroyers. She is named in honor of Lt. Cmdr. Arthur J. Elliot II who while in command of River Squadron FIFTY-SEVEN, was killed on December 29th 1968 during an engagement with enemy forces in the Mekong Delta, Vietnam. Elliot is the first ship of the class to bear the name of a Vietnam War hero. The ship's motto, "Courage, Honor, Integrity", is representative of those values which characterized Lieutenant Commander Elliot throughout his career.

The purpose of a warship is abundantly clear; it is what it is. It is not a barbershop, an orphanage, or a church. It is a warship. This is not true of all investments or business opportunities.

When I walk into an accountant’s office and I see a wall full of certificates thanking the firm for their contributions to baseball clubs, churches and homeless shelters, a red flag goes up. When someone touting for investors for his questionable business talks about his church and carries a bible around, I get uncomfortable. When I hear that “we buy only fair trade coffee beans” or “five dollars from every purchase goes to unwed mothers”, I run for the proverbial hills. Why? This is called “Trust by Association” or “Strategic Philanthropy” – the sign often used by confidence tricksters. That doesn’t mean that the business blatantly broadcasting its good deeds is dishonest, it just brings their integrity into question.

When desperate people want confirmation that the slick sales representative in front of them is honest, they grab for evidence, which he provides in the form of proof of altruism. He can’t be a bad man if he gives money to Aids sufferers, now can he? A priest would never take advantage of a little boy! They look for anything that will allay their instinctive fear, and the conman

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
is astute enough to be well prepared. The man who tells people that he can start a church is rural India and “save many souls” for a mere US$1,000, the “consultant” who is building multiple orphanages in Russia, the “investment specialist” who is investing your hard-earned money in “projects” in mainland China to “help people earn a decent wage”, the character who will invest your money offshore and make you 20% per month… **There is usually a charitable component to persuade the naïve and gullible that they’re talking to a reincarnation on Mother Theresa.** And usually, it’s very hard to check up on the “facts” and promises, unless you’re about to fly off to China or Africa where they say your money is going. I want to physically see your home, your office, your business and your books before I invest a blue cent with you. If I want to help the homeless, I’ll go find one and personally hand him the money, thank you.

Like the online geniuses who will never provide you a mailing address or a phone that gets answered, and are always endorsed by others like themselves – one wolf endorsing another to the sheep – be careful of posturing thieves. When someone tells you that she has 9,000 people in her database, how do you know that is true? Can you check? Do they actually pay to be in that database, or did she collect their email addresses by offering them a free report on the virtues of pole dancing? Buyer beware. A healthy dose of skepticism is a good thing, and if you are aware of this trick to score brownie points through “Trust by Association” or “Strategic Philanthropy”, you might well save the family jewels. Here’s the truth: people sell you things to earn a commission, not to help the homeless. They don’t care about the homeless. If someone truly wants to help people, they don’t have to tell the world how kind and caring they are. True philanthropists are usually anonymous, or they give without attaching conditions of sale. Get real and you’ll get rich. Businesses that advertise their altruism, broadcast their beneficence, and hard sell their handouts, are suspect in my book. What do Aids sufferers in Africa have to do with my buying a seminar? **Nothing,** unless it persuades me that you’re a good guy…

*It stands to reason that where there's sacrifice, there's someone collecting*

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
sacrificial offerings. Where there's service, there's someone being served. The man who speaks to you of sacrifice, speaks of slaves and masters. And intends to be the master.” – Ayn Rand

The Attitude with which to Approach a Joint Venture

Do you approach a potential JV partner hesitantly, tentatively, and sparingly, or are you enthusiastic, confident, and excited about your proposal? Are you timid, concerned, and fearful, or are you convinced, expectant and committed? Are you open, unattached, relaxed, and secure, or are you desperate, begging, and needy? Do you go into the negotiation with fear and trembling, or faith and gusto?

The way you feel about your Joint Venture proposal is based largely on your understanding of Joint Ventures, your training, support, planning, and preparation. Your level of confidence and self-esteem will be created before you step in to that meeting. And your level of belief and conviction will determine how well the negotiation goes. You can’t expect others to believe in you if you don’t believe in yourself. You can’t expect buy-in if you haven’t bought in yourself. Your certainty and assurance has to be based on a firm foundation of insight, preparation, and training.

Members of the DollarMakers Joint Venture Forum, who have attended the JV Broker Bootcamps, read the material and used the training tools we make available, are a lot more successful than those who wing it, fake it and try. When you have educated yourself and established a support group you are backed up by people who will walk you through the process. I have met losers who tell me, “I will try and see if JV’s work for me before I spend any money on the training”. Idiot. That’s like someone who tries a few operations before becoming a surgeon. If you think education is expensive, try ignorance. The more you learn, the more you will earn. Practice makes perfect. Start anew every day.

People are naturally attracted to enthusiastic, confident, self-assured
winners. It’s easy to set up lucrative Joint Ventures when you have a great attitude and you can back your claims and plans up with real information and understanding. We never stop learning, and the more we educate ourselves and practice, the better we get. Take the time to educate yourself, ask for advice when you get stuck, get involved with other successful JV Brokers and the sky is the limit.

Your Phone is a Joint Venture Goldmine

Joint Venture Brokers make money by connecting supply and demand. In this busy age of emails and spam, we sometimes forget that the phone is a far more powerful communication tool than ever before. Writing a letter or sending a real card by snail mail is also excellent, but the phone is instant. Even when leaving a voice mail message you can really build value, relationship and trust.

Before going further, let’s quickly handle the deal killers when it comes to phone use:
1. Do not put people on hold. That is bad manners and it will certainly offend a lot of successful people. Put me on hold and I will put the phone down.
2. No eating, drinking, smoking, yawning, typing other distractions. There’s nothing more disgusting than the sound of someone eating, or worse still, smoking, on the other side of a phone line. And no background noise if you can help it.
3. If you answer the phone, be prepared to speak. Don’t answer and immediately tell someone you are in a meeting and will call him or her back.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Why did you answer your phone in a meeting to start off with? Have you really no respect for the person with whom you’re meeting?

OK, now let’s talk about what works on the phone. Always listen more than you speak, get to the point and don’t waffle. People don’t want to hear about your daughter’s orthodontic appointment or the dog’s fleas – they are not interested. Talk business. Time is valuable. And be specific about numbers, commitments, dates, and times. Make sure you write things down and do what you promise. Trust is built by doing honoring your word. Nobody believes your excuses.

By being genuinely interested in linking people up with solutions and solving their problems, one phone call can make you a large amount of money. All you do is connect people. You don’t have to deliver the goods and services. You simply broker the deal. You can spend five minutes putting a deal together that takes other weeks to implement, and all the commission you earn is 100% profit to you as a Broker. And you never know to whom the person on the other side of that phone line is connected, or what he or she might be worth to you in business over the years. Treat every caller with great respect and deference and you will be mining gold.

Watch your tone of voice, stay positive, upbeat and enthusiastic, use the other person’s name frequently, listen carefully, ask lots of questions and return all your calls promptly, and you will project a professional, caring and trustworthy image. Years ago, I was training insurance salespeople. I got each one of them to work out their sales ratios and the average phone call was worth ten dollars. They each stuck a ten-dollar bill to the telephones to remind them that every time they picked up the phone, they earned ten dollars. Suddenly, they looked forward to making and receiving phone calls, and along with that change in attitude came increased sales.

Now go give your phone a big, sloppy kiss.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Your Personal Tipping Point

If you haven’t yet read “The Tipping Point” by Malcolm Gladwell, I strongly recommend that you do. What will take you to the next level and tip you from mediocre to extraordinary? It doesn’t take much! At 211 degrees, water is hot. At 212 degrees, it boils and you can boil an egg. Add just one degree to 213 degrees, and you get steam that can drive a locomotive or a steamboat!

In our personal lives, we need to find that one degree of change, that extra ounce of effort, that tiny addition that creates our personal tipping point. I believe that is to be found in your drive, motivation, and attitude. For example, I had an idea in the middle of the night (Christmas Eve) to create Joint Venture Comics. I got out of bed and onto ELance.com and immediately registered and posted a project to look for a comic illustrator. Christmas Day I searched the internet for a way to create my own comic strips and found a site to do so. I immediately went about creating not one, but eight comic strips, at no cost. I posted a link on my blog as well. Go to http://www.stripcreator.com/comics/DollarMakers/378203 to see them.

Now, I could have decided to do something about this or investigate my options in the new year or “when I had time”. Instead, I took immediate, massive, passionate action. For example, at the end of this article, are you the type that will leap into your car or get onto Amazon.com and buy the book I recommended in the first paragraph? Or will you add it to some list or decide to “think about it”? A salesman who calls ten people might make some money. Why not call a hundred people? Go the extra mile. Push harder. Make one more call. Highly motivated people will do whatever it takes, they will not quit, they don’t make excuses, and they work harder. They are available on high days and holidays. They work until they get what

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
they want. They take full, personal responsibility.

I know people who claim they work hard, but they only do what they’re comfortable doing. Doing what you like is not work; doing what you don’t feel like doing is work. Turn off the TV set, get up earlier, get out of your comfort zone, don’t procrastinate. That’s how to find your tipping point. Whatever it takes, 24/7, 7 days a week, no compromise, will push you over the edge to massive success. Get your ego out of the way and push through the pain. Focus on your goals and make it happen. **That** is what will get you to your Treasure Island.

When **you** change, your circumstances will change, too. It has nothing to do with your environment, circumstances or other people, and **everything** to do with your attitude.

**How to Get Others to Help You Achieve Your Joint Venture Goals**

One of the most wonderful aspects of Joint Ventures is that you actually get others to work hard on helping you achieve your JV goals. The process is simple, yet profound.

First, let’s remember the power of one’s **Reticular Activating System (RAC)**. This subconscious, automatic, goal-seeking mental system works all the time. For example, if you’re looking for a new pair of shoes, you will notice every shoe shop along the way, without even trying. You won’t notice restaurants or car dealerships. Buy a new car, and you will instantly start noticing all the other cars like yours on the road. Suddenly, it seems like everyone bought the same car! Look around the room for the color red. Now look for green. See how effective this is? Once you focus your mind on any specific, measurable goal and energize that focus with emotion and belief, your subconscious mind is duty bound to find a way to reach that goal. That’s why we say, “whatever you focus on will grow.”

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Second, every JV goal you have involves someone else and both of you will benefit from reaching the goals of that JV. Both of you have different resources, access, skill sets, insights, frames of reference and ideas. It’s a win/win process. You both win when you succeed. And if more than two people are involved, even better.

And here’s how it works. Share your goals with your JV partners and ask them to make suggestions as to how you can achieve your common goals faster. This creates a Mastermind, and it also activates the other person’s RAC! You get at least double the energy and resources by sharing the load. Instead of individuals ploughing along, working hard with limited resources, you double and quadruple your power through Joint Ventures.

Let me give you a simple example. If I have a JV partner by the name of Gus paying me two thousand dollars a month on a JV I have with him, I could approach him in the following manner: “Gus, I have to increase the value I create for you so much that you start paying me an additional thousand dollars per month, which will naturally earn you even more than that. What suggestions can you make that will help me to bring you more business? What connections do you have? What has changed? What new sales and marketing materials and tools can you offer me? Do you have any specific ideas I can use? How can we accomplish this?” I am focusing his RAC on a new goal – my goal, but in his own interest. I am accessing his power, energy and resources. And the more often I enthusiastically bring this goal to his attention, the faster he is likely to reveal some new ideas that I can use.

**Finishers**

There are only two kinds of people in the world: people who finish what they start, and those who do not. The former are winners and the latter are simply losers. Did you know that the former group, those who finish what they start, represents a very small percentage of the population? They consistently finish everything they start and they end up rich and successful.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
They bite the bullet. They push through the pain. Most people who buy books never even finish reading them. I’m not talking about a student finishing a university degree – there are many parrots out there and you really don’t have to be a rocket scientist to get most university degrees – I’m talking about people who complete the difficult, challenging, tiring, exigent tasks.

I am privileged to know a few finishers – people who will not shirk, who will not shrink, who will not turn tail and run back to their mamas when the going gets tough. These people are reliable, committed, and dependable. They will do whatever it takes to deliver on their promises. They will overcome any obstacle, fight any opponent, and endure any hardship to complete what they started. They believe in their mission and they will not let themselves down. They are heroes who will back you up when you go through rough times. They are there for you when you need them. They are not quitters.

In today’s world of instant gratification and politically correct weakness, when people get away with murder and lethargy and dishonesty are overlooked, it’s easy to retreat instead of bravely standing your ground. Winners don’t compare themselves with the plebs and the rat race – they set their own standards. They demand excellence of themselves and they answer only to themselves. They don’t need to be cajoled, motivated, encouraged, reminded, or enticed – they are self-motivated, bulletproof guided missiles heading for their predetermined targets. They are the unstoppable victors who make things happen and take full responsibility for their commitments.

Of all the people I know, including over 500 Members of the DollarMakers Forum, I have an Eagles list of just 25 people. They are all finishers. I won’t list all my Eagles now, but the DollarMakers Dream Team is made up only of Eagle Finishers – these winners consciously create their own futures and teamwork makes the dream work.

I’ve said before, “Faithful in little, faithful in much”. Finishers are particular

**ATTENTION**: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
about finishing and delivering on even the smallest of promises. To them, it’s not the size of the task, but the fact that they will finish every task. It’s matter of uncompromising principle to them. Let us all resolve to finish every task, every project, every undertaking, with zest, enthusiasm, professionalism and joy. FINISH THE RACE.

A Walk by the River – a Few Interesting Analogies

This morning I took a walk along the Coquitlam River. After the wild storms we had a lot of trees were blown down and the river level was higher than usual, with ice and snow patches all over – a beautiful scene. As I wandered through the lovely forest, squirrels rushed about and the odd dog smiled and greeted me as he led his worker past me.

Watching the rushing river I realized that when one chooses a Joint Venture Partner you want to choose fast-flowing rivers so that you don’t get stuck in the eddies and rocks along the way. Strong, successful partners are like deep, fast-moving rivers that push any debris out of the way and move you quickly along the JV process. They don’t get distracted and they’re focused, unlike the wide, shallow rivers that are sluggish. When you jump into a strong water current, it carries you along with minimum effort. You don’t have to encourage, motivate and remind the river to move ahead.

A listless river is like a JV partner who is financially tight – a dangerous alliance. Look for clues – they ask if a call is long distance, they count every penny, avoid travel, and steer clear of anything that costs anything. Look for generous, free, successful partners – they’re the fast flowing rivers that will make cash flow into your bank account.

When I walked along the paths that had snow and ice patches, I simply walked in the footsteps of previous hikers as it’s less likely that one will slip and easier to navigate. Find successful JV mentors to model – if you do what they do, you’ll get what they get. Walk in the footsteps of successful entrepreneurs – don’t second-guess them and try in your ignorance to

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
reinvent the wheel.

However, the most valuable insight I had this morning was on the way to the river. I walked past a house where the only tree in the yard had been blown down in last night’s storm, and it had a child’s swing attached to it. The distraught family was hovering aimlessly around their only tree. Twenty meters away were thousands of enormous trees – this is, after all, Beautiful British Columbia, a rain forest with the most beautiful forests and nature I have ever seen. But the family only had one, and it had been blown down.

Many people who are new to Joint Ventures look into the barrel of their own private resources – their time, contact, money, credit, associates, products, services, experience and skills, and see very little. They say, “I don’t have time, money, connections, experience – how could I possibly do JV’s?” What they are saying is that they haven’t understood the principles of JV’s and that is that you don’t need any resources in your barrel. You don’t have to scrape the bottom of it. Everything you need is already out there. Like the family whose only tree fell down – there are millions of trees out there, but while they focus on what they don’t have in their own back yard, they miss out on the fact that they live right next door to a forest! You can go hitch your little swing to any one of a hundred trees and have much more fun.

Entrepreneurs who are selfishly focused on their own businesses, their own limited resources and their own ego, are dismally out of step with the Joint Venture world of abundant wealth. You make much more money (try 100% profit) when you help other people and forget about your own products, services and business. JV Brokers link supply and demand – not their own supply – someone else’s – let someone else carry the inventory, invest the time, take the risks, run the sales team – are you a sucker for punishment or just pain dumb?

Strategists Begin with the End in Mind

Stephen Covey, in his best selling book “The Seven Habits of Highly

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Effective People”, urged us to “begin with the end in mind.” There are only two kinds of people in the world. First, we have the tactical, reactive types, who just react and try to keep up with the world around them. They are tossed about on the waves of progress and generally make other people rich. Their goal is survival and coping.

The second group includes the proactive, strategic types, representing perhaps 7% of the population. They create the world and the environment they want. They are at cause, in control, determining their own future and outcomes. These strategists begin with the end in mind, as did Aristotle Onassis who said, “If I had no money at all, I would work to buy the most expensive suit and then spend all my time in the presence of wealthy people.” They decide where they want to end up, and package themselves, act, plan, talk and make their choices accordingly. They plan their lives meticulously. They do not succeed by accident but by design. Success comes as no surprise to them.

Somebody once said to me, “Who would have thought you would end up here?” I replied, “I did – since the age of nine years old.” Strategists are like army generals or chess players. They build firm foundations and relationships for their future empires. They take full responsibility. Think of a skyscraper – the builders don’t spare costs on the foundations and the huge billboard with the picture of the future building is a prediction, a prophecy, and a sure thing. One of my nicknames is The Prophet of Profit. I created it, fed it to the press and got it coming back. The name of our business is Elliott Enterprises Inc., but we trade as DollarMakers. Predictive certainty.

If you want to know what you will achieve in the future, look at what you believe and expect. If you want to know what you believe and expect, look at your preparation. When we got to Canada nearly ten years ago, people asked me why we registered for GST and incorporated our business immediately. The reason was we expected to make serious money. We started with the end in mind. Our dream came true because we made it come true. We didn’t hope it would happen. We didn’t say, “Well, if things work...
out well, we will incorporate…” We put our money where our mouth was. We invested in ourselves because we believe in ourselves. We had not one iota of doubt (one percent doubt, and you’re out!), uncertainty, or reservation. We knew where we were going. So we prepared accordingly.

If you intend to build a skyscraper, make sure you have a firm, strong foundation of relationships, support, packaging, and education. If you intend to get wealthy, start to behave and dress accordingly – now. Act as if it has already happened. Condition yourself to enter every day with the certainty that you have already succeeded and that quitting is not an option. Start with the end in mind.

**Money Guilt?**

Many people and organizations use false guilt to deprive entrepreneurs of wealth and success in order to serve their own evil and devious purposes. Do not be guilty about being successful; money honestly earned is simply a measure of the value you have created for others.

In Ayn Rand’s wonderful book, “Atlas Shrugged”, Hank Rearden defends himself before three collectivist judges. This is part of his speech:

“I work for nothing but my own profit - which I make by selling a product they need to men who are willing and able to buy it. I do not produce it for their benefit at the expense of mine, and they do not buy it for my benefit at the expense of theirs; I do not sacrifice my interests to them nor do they sacrifice theirs to me; we deal as equals by mutual consent to mutual advantage - and I am proud of every penny that I have earned in this manner.

I am rich and I am proud of every penny I own. I made my money by my own effort, in free exchange and through the voluntary consent of every man I dealt with – the voluntary consent of those who employed me when I started,

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
the voluntary consent of those who work for me now, the voluntary consent
of those who buy my product.

I shall answer all the questions you are afraid to ask me openly. Do I wish to
pay my workers more than their services are worth to me? I do not. Do I
wish to sell my product for less than my customers are willing to pay me? I
do not. Do I wish to sell it at a loss or give it away? I do not. If this is evil,
do whatever you please about me, according to whatever standards you
hold. These are mine. I am earning my own living, as every honest man
must.

I refuse to accept as guilt the fact of my own
existence and the fact that I must work in order
to support it. I refuse to accept as guilt the fact
that I am able to do it better than most people -
the fact that my work is of greater value than the
work of my neighbors and that more men are
willing to pay me. I refuse to apologize for my
ability - I refuse to apologize for my success - I refuse to apologize for my
money. If this is evil, make the most of it. If this is what the public finds
harmful to its interests, let the public destroy me. This is my code - and I will
accept no other.”

Let us maintain the proper perspective on money and the creation of wealth.
This is the reason why we called our business DollarMakers.

From Whence it Comes

Would you leap naked from your steaming bathtub and run dripping to the
bookstore to buy a book that was recommended to you by a conspiracy
 theorist?

Would you abandon your shiny new Lexus in rush hour traffic to meet
someone who was referred to you by the local sociopath?

ATTENTION: If you want to retire in less than a year, regardless of your
circumstances or background, with no cost or risk and very little time using Joint
Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
And would you deny your newborn baby daughter food for a month so that you could spend the money on an offshore investment seminar advocated by a known felon?

I think not.

One does not eagerly rent a movie suggested by someone who earnestly believes the United States is about to invade Canada. Birds of a feather, and all that jazz. We are judged by the company we keep, and losers and con artists generally share the information and contacts that fit with their choices and agendas.

By the same token, would you lie awake at night worrying about the fact that the neighbor’s dog barked at you, wondering if the carnivorous canine likes you or not, and whether or not he will tell his furry friends ugly things about you? Probably not. You take it from whence it comes. Losers generally hate winners. So when you’re attacked and discredited by a loser, take it as a well-deserved compliment.

I have learned to learn from successful people. I take the recommendations and referrals from winners very seriously. I consider the guidance of champions to be of the utmost importance. The biographies of great people are a guiding light in my life. Seek the wisdom of the wealthy and the wise, apply it to your life and reap the benefits. And please dry yourself when emerging from the bathtub.

How to Become the Only Act in Town

I am always amazed when I am approached by some real estate investor or financial planner or business consultant who tells me how great they are and that I should consider sending them all the people I know. Why would I do that? When they tell me how smart and ethical they are, my question is, “So what? I know dozens of people who claim to do what you do. Why should I
even remember your name?" Here’s the answer: give me a compelling reason to consider you the only act in town, and to enthusiastically, passionately, and consistently refer you to everyone I know and his brother.

I don’t care about your history, your war stories, your nice business card, your wonderful track record or your database. I don’t care how long you have done this or how much you say you care about your clients. I am a businessman. Given that you are professional, honest, and intelligent I only want to know one thing: “What’s in it for me?” You’re a dime a dozen. How will you make such an impact on me that I think about you day and night? How will you grab my attention by the throat and shake me until my teeth rattle? How will you compel me to eagerly search for business for you 24/7, using every resource at my disposal? What will make me hand out your business cards instead of my own and call you to ask if I can come over and shovel the snow in your driveway?

Smart marketers don’t talk about the most boring subject on earth: themselves. Only stupid and desperate people brag about themselves. Intelligent salespeople want to know what it will take for me to consider them the only option in their industry. They want to know what I want so that they can use Joint Ventures to deliver exactly what I want and in so doing create massive, unprecedented reciprocity. They will guilt me into lying awake at night, scheming how to send them more business. They will create such astounding value for me that I talk about them in my sleep and leave them everything in my will. They will find out what I really, really want, more than anything else, and consistently get it for me through the power of Joint Ventures, and then enjoy seeing money flow into their bank account, as they become the only act in town in my mind.

Stop talking about yourself – it is boring and silly. Stop selling – by doing that, you’re simply demonstrating your ignorance. Stop looking in the mirror and start looking into the eyes of the people you know can bring you bucketfuls of qualified prospects and position above all your competition. Third party endorsement is the best way to grow a strong business. Find four

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
powerful and successful **Centers of Influence** and **consistently** apply this approach to them, and you will become the **Only Act in Town**.

*Only as high as I reach can I grow*
*Only as far as I seek can I go*
*Only as deep as I look can I see*
*Only as much as I dream can I be*

– Karen Ravn

**Save Time, Make Money, Get There Faster!**

Yesterday I took my daughter Sacha for her first downhill skiing experience. She caught on fast due to her ballet, roller-skating, and rollerblading experience, and was soon flying down the mountain like an experienced skier. One of the techniques that helped a lot to flatten her learning curve was following me and mirroring my turns down Mystery Peak. When we mirror the behavior of people who are ahead of us in any skill set, we learn faster and avoid the pitfalls – learn from the mistakes and experience of others. “Do what I do and you’ll get what I get” sort of thing.

If you’re walking through a minefield, and business can often resemble a minefield, it’s a smart idea to walk in the footsteps of the character in front of you so that you don’t get blown up, right? A successful JV Broker and can offer you a track to run on that will circumvent the time consuming mistakes that are common to beginners. **Learn from your mentors and save money. Get there faster and save money by discovering the short cuts.**

**Green Apples Get Ripe**

Gayle shouted, “Daddy, Daddy! There are ripe apples on the tree! Let’s go pick them!” Daddy got a bucket and off they went to pick apples. There were many green apples on the tree, but there were four ripe ones, so they picked the ripe ones and put them in the bucket. Then Daddy went to the

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
tool shed, got an axe, and proceeded to chop the tree down. After all, one can’t eat green apples, right?

I had a distraught salesperson call me who felt she had failed by not closing a sale. The prospect had agreed to buy, but when the time came to pay, she decided not to go ahead. The salesperson tried every conceivable closing technique, argument, and explanation, but the buyer would not budge. I told her the story about the apples on the tree and reminded her that the buyer simply wasn’t ripe for the picking yet. Yet being the operative word.

People don’t buy for many reasons – projection, self-esteem, peer pressure, timing, misunderstanding, negative associations, lack of urgency or hunger, and contamination (she attended another seminar and it didn’t work, so she doesn’t believe yours will work, either). We also need to remember that most people need more than one exposure to a new idea before they accept it or act upon it. “No” simply means “Not Yet” in my book. People’s circumstances change, and if you’re friendly and understanding when they don’t buy, they will come back to you when they’re ready. The key is to remain friendly and supportive, keep contact and “drip on them” – keep feeding them tasty morsels until one day the scales tip in favor of your product or service.

We live in a cynical world and people are understandably skeptical. When you don’t pressurize, ostracize, or get nasty when they don’t buy, you retain the option to sell them later. They will watch how you handle their refusal and they will remember. They will also wait and see how successful you are, and when they’re comfortable that you’re not some fly-by-night type, they’ll contact you and buy. Be patient when you sow. You can’t plant an acorn today and expect an oak tree tomorrow. Nurture that seed – water it, smile at it, feed it more information and benefits, care for it and build relationships. Often, those who take a long time to buy turn out to be your very best, most loyal fans and customers, who in turn bring you many more customers.

Sow massively, consistently and abundantly, and you will reap in due

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
proportion. Sow in different areas, with different bait. Use Joint Ventures to
duplicate and multiply your efforts and resources when sowing, and you
can’t help but reap. Use JV’s to sow with no cost or risk. Different seeds will
germinate at different times, so spread your sowing across different
demographic and geographic fields. And always remember that green apples
do eventually get ripe. **Don’t chop the tree down – water it!**

### Are You a Buffalo or an Eagle?

You know now that buffalos run over the edge of cliffs and fall to their
deaths because their eyes are on the side of their heads – they only see what
the rest of the herd is doing. They do what everyone else does. They don’t
look ahead like Eagles. Losers do what is quick, easy, popular, and cheap.
Winners do whatever it takes to make their dreams come true.

When Sandy joined my sales team, I gave her the usual introduction.
“Sandy, you’re a commission-only salesperson. Let me tell you what
happens to most of my commission-only salespeople, so you can never say I
didn’t warn you. 90% of people quit just as they’re about to make a
breakthrough. They give up when they’re teetering on the brink of success.
They throw in the towel when they’re inches from the finish line. They cut
bait just before they reel in the biggest fish they ever met. They leave the
restaurant just before the prime rib arrives at their table. That is why the top
of the ladder is never crowded. You can decide to do what all those losers
do, or you can decide to hang in there until you hit pay dirt. Winners never
quit and quitters never win.”

One of the reasons why people quit too soon is that they mix with quitters
who are constantly beckoning them to the next best thing. They hang out
with wimps who tell them not to work too hard, and give them lots of
reasons to cut and run like cowards. They follow the herd into the bar
instead of making more sales calls. Think about this: If you had a meeting
with Donald Trump or Winston Churchill and you told him that you were
considering quitting, what kind of response would you expect? Mix with

**ATTENTION:** If you want to retire in less than a year, regardless of your
circumstances or background, with no cost or risk and very little time using Joint
Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
winners who will motivate, inspire, push, encourage, and assist you to persist when the going gets tough. In fact, when things are hard, winners get even more motivated! When winners face obstacles, they find a way over, under, around or through those obstacles. Losers find excuses, light another cigarette, and slither back to bed. Don’t associate with them.

The richest man in British Columbia, Jim Pattison, is said to be wealthier than the Donald. There is a story that he used to fire his weakest car salesman every month. Guess how losers respond to that information? That’s right, they throw up their arms in disgust and cry how unfair he is and what a nasty man he is. How do winners respond? They agree that that’s a smart thing to do – get rid of the dross and spend your time with the producers. Hang tough. Be prepared to do whatever it takes, 24/7/365. Don’t even consider the option of giving up. Don’t even think about the possibility of failure, because you only fail when you quit. Get in for the long run and your success is guaranteed. You will find very little competition.

Sandy remembered what I taught her and insulated herself from whiners and excusiologists. She read only positive books, spent her time in meaningful pursuits, and never stopped until she reached her goals. She made a lot of money and she recruited people like herself. She shared my motto from Paul J. Meyer: “Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon must inevitably come to pass.”

**Sponsorship**

Listen in on a conversation I had with “Gary”, who sells life insurance.

Robin: “Gary, what is the average commission you earn on any one of your products?”
Gary: “I average around $1,500.”
Robin: “What is your closing ratio, Gary? In other words, how many sales do you make out of every ten people you talk with, given that they’re qualified prospects?”

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Gary: “I close at least 3 in ten. Three will buy.”
Robin: “And that’s in two to three appointments. Now, Gary, if you spent twelve hours straight with twenty qualified people in the same room and over lunch and dinner, how many would become your customers?”
Gary: “Probably eight of them.”
Robin: “That’s 8 x $1,500 = $12,000. Let’s be conservative and halve that to $6,000. Would you pay me $500 to put you in that room with those 20 people for 12 straight hours, Gary?”
Gary: “Of course I would – I’d be crazy not to!”
Robin: “OK Gary. Here’s what I will do for you. In addition to putting more than 20 people in the room, I will advertise you on 55 websites for a month, and in the workbooks of all those people, and give you six minutes in front of the room, all for just $500. All you do is become one of our sponsors for $500. Each of the people attending has paid $500 to be in the room and they are all qualified prospects for you.”

One of the best Joint Ventures available is sponsorship. But it takes an understanding of the psychology and dynamics of this win/win scenario to make it work optimally in the interests of both parties. Here are a few guidelines than can make a big difference to your business.

First, let’s think about what you want. You want money and value in return for exposing the sponsor to your database and public. You want the sponsor to pay you for endorsing them and promoting them. Enough said.

Now, let’s think about what the sponsor doesn’t want. They don’t want to feel they’ve been ripped off. They don’t want to pay too much and get too little. They don’t want to feel they have aligned themselves with the wrong people and sullied their immaculate reputation. And often you’re dealing with a fearful sycophant who is terrified of making a mistake and getting into trouble with his boss for making the wrong choice.

Sponsors get approached often by all and sundry, usually charities looking for a hand-out and not offering any reciprocal value at all. So you need to be
unique in the way you present this Joint Venture. You need to create massive value. You have to stand out from all the beggars and leeches. You have to get their attention. You’re offer has to be very attractive and push all the right buttons. It must be customized for that particular sponsor. How do you get it right? By understanding the sponsor’s position.

Many people who want sponsorship use all the money to cover their costs. Sponsors want maximum exposure and that includes advertising. The event/product/service they’re sponsoring should be advertised in respected and respectable media. They probably don’t want their name mentioned in the “Marijuana Mail” or the “Pole Dancin’ Post”. Unless your sponsor is a strip club, that is. So your offer should always include advertising in media that reaches the sponsor’s demographic model. Sponsors want to know exactly what you’re going to do with their money.

**The sponsors should be shown their potential return on investment.** If it’s a realty office, how many prospective clients could they be reaching? What is their closing ratio likely to be? How many sales is that? How much per sale will they earn? Be specific. Discuss these figures with them. Understand their business and their sales ratios. What are they looking for? Leads for their salespeople? Branding? Give them what they want.

Understand your costs and the sponsor’s costs. If they’re sponsoring a seminar, offer them seats on the seminar – your cost is negligible. If the sponsor is WestJet it costs them very little to offer you seats on a flight. If it’s a hotel chain a room costs them around $20. Get sponsors who can leverage their own products and services in your behalf. If they agree to advertise you in their newsletter or on their website, make sure the advert actually appears. And you should always offer them proof of what you’re promising, too.

You need to create massive credibility. Do this with an attractive package, testimonials and proof of what and who you say you are. Show the sponsor what’s in it for them. Show them the money (ROI) and be very professional.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting **www.LifeIsAJointVenture.com**
Use every tool you can. And, if you’re going to go to all this trouble approach large sponsors and ask for a lot. You can always negotiate down. Make sure you really do believe it’s a win/win and seek a long term relationship. Do your due diligence. Just because the sponsor is well packaged doesn’t mean he’s legitimate, honest or professional. It might just mean that he’s spending a lot of his investors’ money to look successful and attract more investors.

Attracting sponsors should be a large part of your marketing. Do it right and you will be well rewarded. This is one of the most lucrative Joint Ventures available as you both leverage resources with common goals and a common demographic model.

**Turn any Database into Hard Cash Now**

*Note: This will work for you whether you have a business or a database or not, as long as you have access to any database of people.*

No matter what the size of your database is, whether it is 100 “real” people, in other words people who know, trust, respect and like you, or 10,000 people whose email addresses you have from an opt-in list to get your free report, whether your “members” actually paid for their membership or not, your database is a source of serious money, just waiting to be unleashed.

The reason why I make this claim is that every one of the people with whom you have contact has definite wants and needs. In fact, they all have multiple wants and needs, and you can earn a lot of money helping them get what they want, solve their problems and reach their goals, through Joint Ventures. The more people you help, the more money you can make. The more value you create, the more you earn. It’s called capitalism – finding a need and filling it.

But of course, we don’t think about everything our people want and need, do we? No – we’re only interested in selling them out own products and

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
services. We don’t care what else they want, what their goals are, or what their problems are if it’s not directly related to our own products and services. Why? Because we are egocentric, small-minded, desperate, self-employed salespeople with a set of steel blinders. Take those blinders off and get out of your own way, and the dollars will flow to you. Forget about what you want, your products and services and your cash flow, and think about what the people in your database want, and you’ll get all the money you want.

Yesterday I received a very long, boring, advertising email from some character in California who wants me to sell his product to my Membership. I didn’t bother to read his lengthy advert – why should I? He is a typical salesman – he doesn’t care about me or what I want or my time, just what he wants. He’s not even a Member of the DollarMakers Joint Venture Forum which immediately disqualifies him from doing business with me anyway. But he’s too insensitive and pushy to even think of that. What could he have done to get my undivided attention? How about this approach: “Dear Mr. Elliott, I am impressed with your organization and the value you create. I would like you to achieve your goals and I have access to numerous resources, databases and organizations that I think you can benefit from. I would like to know what you need or want, and what your goals are, so that I can help you in your work.”

It’s really quite simple. I would have responded to that email. And once this man had proved to me that he could, indeed, deliver, I might be interested in reciprocating. When he realizes that he can access any resource he needs through Joint Ventures, he will understand that he can be of great value to me. For example, If I say, “I want to go horse riding on a beach in Southern California” and he lives in a high-rise in New York City, all he has to do is find someone who provides horse riding adventures in Southern California and arrange the deal. The horse riding might cost him $150, but he could make $10,000 when I introduce his product to my database. Sow before you reap.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Let’s talk about your database. What does Sally Adams want? She bought your service three months ago and she’s in your database. Hopefully, you communicate regularly with her, so she actually remembers who you are, and hopefully she had a positive experience with your service. Could you offer her a travel opportunity, legal services, a free seminar, a complimentary report or DVD, a teleconference, a business opportunity, or an ebook, in such a way that it reeks of value? Can you do it with no pressure and turn it into a gift or a bonus? Of course you can. I’m not talking about advertising other peoples’ products to your database – I’m talking about giving them stuff and helping them. It’s all about the way you present it, whether it’s surveys, thank you gestures, or simple gifts. By giving away samples, gift certificates, experiences, free lessons or courses, and solving her problems with no strings attached, Sally could very well start using some of those products or services and become a paying customer of the businesses that offer them, resulting in continued income from each of those business to you.

I guarantee your database can make you a large amount of money at 100% profit through carefully constructed Joint Ventures, regardless of whether you have a business or not. All you need is access to a database of people. When you offer to help people and solve their problems and you know how to deliver that help through other people, you become a very popular person. People like to help people who have helped them. Don’t send them your pathetic sales letters and cold call them. They are not interested in you; they are interested in themselves. They don’t care about your products or services until they know that you care about them, and you can demonstrate that more easily than you think.

So, here’s the bottom line. You can get paid to help other people reach their goals. In addition, there is no cost or risk to you, and it will take you very little time. You can strategically create Joint Venture mechanisms and systems that will feed 100% profit straight into your bank account on an ongoing basis from multiple businesses. It’s called the Power of Joint Ventures.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
A Lesson at Dinner

At a dinner party on a rainy winter night in Vancouver last year, I made an amazing discovery. One of the host’s friends was an orthopedic surgeon who attended a marketing seminar in the early nineties in Los Angeles. We were surprised to find that we had both attended the same $5,000, three-day seminar; he had flown to LA from Canada and I had traveled from South Africa. But that was not the most surprising discovery.

The surgeon had received the same home study course that I did, prior to the seminar in LA. He admitted that, due to his busy practice, he had decided to postpone reading his course until after attending the event in Los Angeles. I had voraciously consumed the home study course, enthusiastically implemented the concepts and doubled my income before I even left for LA.

After the seminar, we returned to our respective countries. The surgeon was too busy to start applying the principles and systems, so he procrastinated and eventually forgot all about them, while I built my entire business on them. I quadrupled my profits within six months. As time went by, the surgeon’s practice declined and he experienced cash flow problems. So many years later, we sat around a table, ate salmon, and reminisced. And here’s the sad part…

The surgeon has since contracted cancer and died. His wife, also a physician, has severe financial problems and wishes they had applied the powerful technologies that we learnt so long ago in the City of Angels. Their business would have been vastly different and they would never have had any money issues had they used the tools they paid so much for.

When I conduct my Joint Venture Broker Bootcamps I look into the eyes of the eager delegates who each pay me $500 to attend the one-day event, I remember the surgeon, and I do my best to inspire my audience to make use of the tools they buy. We don’t know what the future holds for us. What I

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
do know is that people who use these Joint Venture systems to create multiple rivers of passive income will be able to weather the storms of life more easily.

How to Create the Ideal Joint Venture Team

Flying over the Rockies at 41,000 feet, I read the following wisdom in the latest Fortune Magazine article about Jim Collins, author of “Built to Last” and “Good to Great”, who says, “First figure out your partners, then figure out what ideas to pursue. The most important thing isn’t the market you target, the product you develop, or the financing, but the founding team. Starting a company is like scaling an unclimbed face – you don’t know what the mountain will throw at you, so you must pick the right partners, who share your values, on whom you can depend, and who can adapt.”

We used to find a business opportunity and then build a team. That is history. As a Joint Venture Broker, your most important asset is your JV partners and business team. Just as you would very carefully select the brothers in arms who would go with you into enemy territory on a night raid, or the team that would accompany you on a dangerous mission of discovery in the Arctic, your JV partners can make or break you. They can be the wind beneath your wings or the stone in your shoe. They can be the deciding factor in either your brilliant success or your dismal failure. Choose them with great diligence and minute attention to detail.

Will they have your back when things go wrong? Will they get greedy when things are going well? Will pride erode their integrity? How will they respond to setbacks, threats, and danger? Will they easily lured be away by gilt-edged offers from your competition/enemy? Will they undermine you and become jealous or argumentative, or will they work with you to achieve your common goals? Mr. Collins uses the following analogy: “If you wake up in the security of base camp and a storm moves in, you’ll probably be fine. But if you find yourself at 27,000 feet on the side of Mount Everest, where the storms are faster moving and unpredictable, a storm might just
kill you.” I looked out of the window at the snow-covered peaks of the majestic mountains far below me and agreed with him that one would want reliable, strong allies on your team in that situation.

We’ve all heard the old cliché, “teamwork makes the dream work”. Mr. Collins teaches us that the quality to seek in potential partners is what he calls “willful humility”. I believe that the most important criterion to seek in a Joint Venture partner is the ability to see the Big Picture. Visionaries, strategists, and pioneers are more likely to be able to endure temporary setbacks, detours, and attacks than reactive tacticians who will sell their birthright for a bowl of soup as they stagger around with a smelly cigarette, seeking immediate gratification and a quick buck, while making excuses for their lack of intestinal fortitude or just plain IQ. Battle-hardened warriors will stand firm when the going gets tough, while the weak-witted, morally deprived, and passive aggressive types will stab you in the back while stealing the milk out of your tea.

Select your squad vigilantly, arm and train them well, and get rid of them fast when you find you have a turkey wearing an Eagle mask. I am fortunate indeed to have a very powerful team that is a focused, loyal, intelligent, committed, and ambitious family of DollarMakers.

Stop Second-Guessing Experts

Here’s why people go to experts and then don’t follow their advice: their self-esteem, self-image and belief systems, along with self-sabotage caused by guilt, are like the governor that was put on the Land Rover that I drove in the army – it prevented the car from exceeding a certain speed. Our limitations are self-imposed, and that is why we persist in limiting our own progress. We find reasons not to take actions that will set us free. We seek evidence to maintain our dominant beliefs. We develop blind spots so that we don’t see the obvious and we ask questions that will demand answers that
support our claims. So we make sure that we mess the recipe up in order to deprive ourselves of the cake, which we insist we want with all our hearts.

Is our position then one of hopelessness? Is there a way out of the mental prison that our conditioning has so carefully constructed over the years? Can we bend the bars of cynicism and self-delusion? Can we smash the locks of mysticism, defeatism, pessimism, and apathy, or are we doomed to languish forever in the slough of mediocrity and despair? We can we develop bulletproof determination, rock solid confidence and unlimited expectation, coupled with optimism, self-acceptance, ambition and genuine humility.

We can break free and make all our dreams come true. We need to find experts whom we trust and upon whom we can rely, and then buttress ourselves with a support system of friends who are more advanced, evolved, and ambitious than we are. We have to start a kind of mental rehabilitation in order to reverse our negative brainwashing and that takes guts, determination, and perseverance.

In my life, it was the Success Motivation International (SMI) self-development programs of Paul J. Meyer that I listened to repeatedly and then taught others that initially set me free from negative conditioning at the age of 34. You learn more when you teach something. Over twenty years, I have immersed myself in teachings that are based on responsibility, freedom, discipline, capitalism, and the objectivism of Ayn Rand. I surround myself with people who are smarter, more successful, richer, and better than I am. And so I can continue to grow. I have a long way to go yet, but I keep on pressing forward. I no longer question and second-guess experts. I am consciously incompetent. I know that we have to be like trees and grow until we die if we are to truly self-actualize and reach our full potential. The stronger we get, the more we can help those who are weaker.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Work and Make Money from ANYWHERE in the World.

When Rika and I were in Hawaii, our business carried on as usual. The same applied for our trips to Johannesburg, Vegas, Hong Kong, New York, San Francisco, Miami, Toronto, Whistler... I could go on, but you get my drift. As long as I have access to a decent internet connection and a telephone, I can literally work from anywhere in the world for an extended period of time. Have laptop, will travel. And if the old laptop breaks down, any internet connection will work for me.

That means I am not limited by overhead, offices, leases, employees, inventory or geographic considerations. The rush hour and traffic gridlock don’t concern me. I don’t suffer from seasonal business difficulties. When it gets too cold, I can work from warmer climes. If we want to be anywhere, we can simply go there, and life carries on as usual. If we wanted to, we could actually live in an RV. And everything we earn from multiple sources is 100% solid gold profit.

The way to accomplish this situation is your life is actually very simple – use existing resources and businesses and become a Joint Venture Broker like me. We instantly connect our new Members with over 500 other Members in 9 different countries and teach them how to become successful JV Brokers. You can attend a one-day JV Broker training Bootcamp or simply invest in the online Home Study Program. Link supply and demand and earn regular commissions on all, ongoing business. Solve people’s problems and get paid for it. Broker deals and have fun getting rich. It doesn’t matter where you are.

**Attention:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
This year, Rika and I will work from Vancouver, Mexico, Edmonton, Toronto, Montreal, Quebec City, Atlanta, Los Angeles, and Calgary – and that’s only midway through June. The proof of the pudding, as always, is in the eating.

Is Your Life a Game Show?

When I see participants in a game show, like “Deal or No Deal”, I am always impressed at their zeal, focus, commitment, enthusiasm, and energy. Well, they stand to win millions of dollars or at least a car, I guess. And the game show has a beginning and an end, and they get to go home afterwards, with or without the prizes. I have watched “Survivor” and “The Amazing Race” – same thing. Bottom line they can only control a certain amount of what goes on, and the game doesn’t last very long. I’m sure a lot of them muse afterwards, “If only I had more time…”

Life is like a game show in some ways. First, it has a definite beginning and a definite end. Second, you get a lot more chances and to mess up and come back than you do in a game show. And a lot more time. But the real difference is that you really do get to control the outcome. It’s not random chance that will allow you to win, but your rational choices. And you’re playing against yourself! That means you have no competitors! Life is a lot easier than a game show and you stand to win a lot more. You don’t just win a shiny car – you can win thousands of cars, millions of dollars, lasting happiness and wonderful relationships. You can help millions of other people.

How long have you been playing the Game of Life? 20 years? 40 years? 50 years? 60 years? Here’s the great news: The game isn’t over yet! You can still win! The game only ends when you die. (And perhaps it even continues after that…) But let’s realize that many people quit halfway through the best Game Show in the World. Imagine someone walking out in the middle of “Survivor” or “The Amazing Race” if they didn’t have to! Too many of us

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
allow disappointment, cynicism, and fear to rob us of a wonderful life, so we stagger away from the game and sulk in a corner while the rest of the participants courageously press forward. Well, you can pick yourself up, dust yourself off, have a Starbucks, and leap back into the fray if you want to. It’s not too late. Unless you’re dead, that is…

See, you are the game show host and the participant. You just have to know the rules and play by them. The rules are simple, really, there are only a few:
1. You will reap what you sow. You have created what you have and you can change what you have.
2. You are in control of your response to the world and your circumstances, and you can create anything you want.
3. You only lose when you quit and you can be forgiven and recover when you mess up.
4. The only limitations you have are self-imposed.
5. There are good people out there to help you, if you choose the right ones.

You’re not too old, too hurt or too weak to get back in the game. You can do it. You can soar like an Eagle, even if you feel like a lame duck. **You were made to win, and it’s not too late to succeed magnificently.**

**You are the Captain of Your Fate**

While Rika and I were walking around the lake last week, she told me an interesting true story about some people she knows. There were two families: one was very poor and they had eight sons, while the other family was extremely wealthy and they had five daughters. When the poor family had yet another son, they knew they could not afford to raise him, so they allowed the wealthy family, who longed for a son and heir, to adopt their son. I asked Rika to find out what became of all the children in adulthood. Turns out the son who received the best education and was given anything his heart desired now sells men’s clothes in a department store, while all the uneducated, poor kids from the other family became successful, wealthy entrepreneurs.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
There are two PhD’s available, folks: one is Papa Had Dough and the other is Poor, Hungry, and Desperate. You can get two MBA’s in life; one will prepare you to get a job. I prefer the Massive Bank Account.

A few years ago the media discovered two brothers who lived very different lives: one was a very well known and highly successful businessman and philanthropist. He had a wonderful, happy family and was loved by all who knew him. In spite of his fame, he was humble, confident, and caring, while the other brother was a bitter loser with a string of felonies, drug addiction, and broken relationships in his wake.

The press interviewed the brothers separately and asked each of them what the reason was for either his success or his failure in life. Both answered in exactly the same manner: “My father was a drunk who beat us kids and my mother was a whore. We grew up poor and embarrassed, and we had no education. That’s why I am what I am today.” Each of the brothers chose to react to his sad circumstances in a different way. One used his upbringing as an excuse to become a loser, while the other used it as motivation to become a screaming Eagle winner. **We can’t always choose our circumstances, but we always choose our reaction to the cards we are dealt in life. We create our own circumstances.**

**The Popular Addiction**

I’m not talking about smelly smokers or fatties. I’m not talking about gambling or eating disorders. I’m talking about a far more dangerous and insidious addiction that steals people’s futures and deprives them of real success. This subtle poison undermines efforts to improve one’s life and erodes your joy and ambition. It is the rot that slowly but surely destroys your quality of life and ensures mediocrity, despair and frustration.

This terrible addiction is fostered and nurtured by our politically correct, fast food culture, where instantaneous gratification and middle-of-the-road

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
compromise is the norm. It is encouraged by liberal academics and demanded by the mystics and the politicians. No winner has this addiction. No champion would even consider it. It is the tool of the leeches and the socialists. This addiction will rob your of optimism, adventure, self-actualization and an open mind. It will make you its slave and guarantee your failure.

It is the addiction to comfort. Overcome this addiction and the way to success will open up before you.

Robinize Your Business

At the Joint Venture Broker Bootcamp I presented to fifty people in Calgary recently, a delegate came up to me and told me that he is going to “Robinize” his business. I asked him what he meant, and he replied that he was going to turn all his sales and marketing systems into “no money, no risk” contingency systems as I do in my business. He said that from now on, he would only pay for results. He is going to turn his employees into real workers who get paid for production instead of outdated qualifications, hype, and trumped-up resumes. He is going to demand performance instead of posturing. That’s what he means by “Robinizing” his business.

So, if you’re on the road to Cash Flow Coma, perhaps you should consider Robinizing. If you’re tired of building a little Mother Russia in your business, Robinize those employees and pay them much more money. Call your advertisers and tell them that you’re going to be paying for results from

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
now on – contingency advertising is Robinizing. Stop giving away free referrals and start demanding generous compensation for every referral you hand out on that silver tray of yours. Dig a deep hole in the back yard, bury your Altruism deep, and cover it with big rocks. Take your Capitalism out of that old brown leather suitcase in the attic, dust it off, shine it up, and put it back on the shelf, along with your Dreams and Expectations.

Call your “coach” and let him or her know that from now on he or she will share the incremental profits they create in your business – no more big bucks for banal banter. Robinize them! Take any activities and relationships that show a low return or no return on your investment of time and money, douse them in gasoline, and unceremoniously drop them into your smelly old basement incinerator. Robinize your time by refusing to return calls to losers, whiners, pitchers, relatives of Homer Simpson and friends of the Trailer Park Boys. Learn to say “No” to Mr. Risk and “Yes” to Mr. Generous Reciprocity. Slam the door of opportunity hard on the bony fingers of Ms. Procrastinator, while shouting, “Ya snooze, ya lose, lady!”

Robinizing is easy: next time you hear some sleazy salesman slyly soliciting your hard-earned dollars for some far-fetched, pie-in-the-sky New Coke deal, simply smile at yourself in the mirror and ask yourself, “What would Robin do?” I know this sounds Trumpish, arrogant and even condescending, but ask yourself this question: “Isn’t it time I started paying for results instead of feeding fat leeches?”

Take ACTION Now

The Buddha tells a story of a man who was shot with a poison arrow. When the physician wanted to remove the arrow to save the man’s life, he protested, and told the doctor that he first needed to know who shot the arrow, what distance it was fired from, what wood it was made from and how many feathers it contained. While he was thus analyzing his fate, he died.

**ATTENTION**: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Why do people procrastinate and analyze, instead of taking action? Because they are either cowards who are looking for an excuse not to take action, or they are leeches, waiting for winners to act so they can ride on their backs. Procrastination is the assassination of motivation. The longer you wait, the more reasons you will find not to take action. Same goes for paralysis of analysis.

General George Patton was a man of action. He said, “A good plan violently executed now is better than a perfect plan executed next week.” He took massive, uncompromising, consistent action – and he won. He was fearless, determined, and focused, and so he had to win. He said, “Nobody ever defended anything successfully, there is only attack and attack and attack some more.”

Stand still in one place long enough and you’ll get run over by the freight train of progress and change. While you’re getting comfortable and resting on your fat laurels, your competition is working and taking your market. The good General said, “Go forward until the last round is fired and the last drop of gas is expended...then go forward on foot!”

Work. Get off your lazy backside and take action – now. And don’t stop until you win. There are only two kinds of people in this world – those with a backbone and those with a wishbone – the gutsy ones take action. They don’t wait for perfect circumstances – they act with what they’ve got, and they become unstoppable. The universe rewards action.

The Power of Free in Any JV

When people ask me, “Robin, why do you arrange to have all your events, flights, marketing, services and products paid for and financed by people on commission and sponsors?” I reply that, while I can easily afford to pay for these services, this is the ideal way to get leverage and commitment from others. Think about it: if you paid for a speaking venue and costs, and the only way for you to recover your investment was through filling the room
with people, would you put a little extra effort in to do that? There is method in my madness.

People need “skin in the game” so that they are motivated to take massive, focused action. The difference between an employee and a commission-only salesperson is commitment. Most employees have a sense of entitlement and do just enough to keep their jobs. New brooms sweep clean. I would never hire an employee if there was any way to avoid it. They want more and more and generally produce less and less. The longer they have the job, the less afraid they are of losing it, and the more they take advantage and cut corners. People appreciate what they pay for. Easy come, easy go. You are more likely to read a book that you buy than a book that someone gives you. Put people on the line, get leverage, give them a generous piece of the action, and make them responsible. It’s called a Joint Venture.

When my son asked me for some money, many years ago, I answered, “You can have as much as you want – all you have to do is earn it.” At the age of fourteen, he was earning more than his teacher. As entrepreneurs who specialize in creating wealth through Joint Ventures, we should practice what we preach. Anyone can buy advertising space and risk money, and it’s the easy way. Sometimes, this is a good way to go. Usually, though, a better way is to get a whole bunch of people seriously committed to helping you achieve a common goal, knowing that you will share the spoils. Together, we accomplish amazing things. Pay for results, not promises. And be generous.

When you ask yourself, “How can I get this product or service ‘for free’?” you force your mind to think in terms of a JV. You push your brain to figure out reciprocity, sharing, common goals, underutilized assets and leverage. By partnering up with people who have a vested interest in the success of any project, you share the load, heighten the possibilities, and expand the resources available to achieve the common goal. You create multiple Mastermind situations and teams and relationships where previously there were none, and you stimulate creative, out-of-the-box thinking. A strategic

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
alliance underpins a process or an endeavor. Unity is strength. Many hands make light work. Also, the slackers, chancers, and losers will stay away, because they are usually (not always) aware of their slothfulness and impotence. Strong, self-confident people prefer to be paid for results, because they believe in themselves. Those are the ideal JV partners.

Some time ago, an acquaintance of mine told me that he met someone in another country who claims to “know” me, and they agreed that “Robin doesn’t pay for anything.” Their conspiratorial understanding was that “Robin is cheap”. First, if they really knew me, they would know that I am generous and inclusive. Second, they revealed their own lack of understanding, which is evident in their mediocre, stumbling businesses. Thirdly, they exposed their passive aggression, envy and jealousy. If I tell people do business with “No money and no risk” and if I don’t practice what I preach, I am the same as many other seminar leaders, with no congruency and no credibility. I prefer to walk my talk. Follow the tongue in my shoe, not the tongue in my mouth. Do as I do, not as I say. Robinize your business.

The Easy Way to Win with Joint Ventures

Imagine you are at Club Med. Azure ocean, white sand, swaying palms. But you have been locked in a small, dark, smelly room with brick walls. Outside, resting in a deckchair and sipping ice-cold piña coladas, there is a courier waiting for you with ten million dollars if you can get out of the room within 24 hours. Your dreams are waiting for you just beyond the walls of your prison and you have 24 hours to change your life. You are armed with a heavy, strong steel hammer.

At which point will you take action and start breaking a hole through the
wall? At which point will you decide you need to rest, sleep, or “kick back”? How hard will you work, and how much action will you take? Will you stop when you get a little blister on your hand? Will you whine, “It’s just not fair”? What will it take for you to quit? Will you try to call the government or your mommy to help you? Will you start blaming George Bush, your parents and the dog next door for your predicament, or will you enthusiastically smash away at that wall with gusto and passion, knowing that you will work hard for two days to live the rest of your life in luxury?

We have limited time and unlimited opportunities. We have all the tools we need and all the support required to make our dreams come true. There is an abundance of money, fun, success, and happiness to be had for those few who are determined, persistent, hard working and focused. We’re all in our own little prisons, and we all have the opportunity to get out and skip along the beach with more money than we need. DollarMakers offers you the hammer and the opportunity, but you have to break your walls down. Those walls of conditioning, skepticism, pessimism, pride, and scarcity thinking have to come down, and we have limited time.

In my twenty years of business experience, I have found that your success is not determined by your education, age, circumstances or background, but by your attitude, beliefs and level of motivation. After all, if you didn’t believe that courier was sitting outside your cell with ten million dollars and you enjoyed the dank, cold closet because you could smoke putrid cigarettes and sleep without disturbance, why would you even pick that hammer up? The fact is that persistent, unwavering, and consistent action gets remarkable results. **Dogged determination and steadfast commitment make you unstoppable and guarantee your success.**

**The Power of the Mastermind in Joint Ventures**

Napoleon Hill clearly described the remarkable power of the Mastermind in his “*Think and Grow Rich*” classic. The most important ingredients in the group were honesty, integrity, common goals and values, and relationship.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
That automatically precludes people who don’t know one another well from thinking they’re in a Mastermind, simply because they paid someone a hefty fee to join the club. Those involved have to be winners, not losers, or passengers.

By combining our disparate frames of reference, personality styles, intelligence, experience, skills, knowledge, training, and insights, we all become geniuses. Alone, it’s hard to achieve certain goals, but together, we can do amazing things. By combining our resources, we become an unstoppable force. Many years ago, someone changed the world with only twelve disciples. You don’t need a large group of mediocre wanna-be’s; you need a good group of winners with ethical, exciting and compelling vision in order to make your Mastermind to work.

The DollarMakers Joint Venture Forum provides a wonderful resource for Members who want to form their own Mastermind groups: a huge pool of people to choose from, all with a common understanding of reciprocity and value through Joint Ventures, combined with the capitalist philosophy. By being very selective, doing your due diligence, and testing the water before committing to a long-term relationship, you can find the ideal Forum Members to join with you in this powerful Mastermind process.

Our local Chapter Meetings are an expression of the Mastermind, and function in much the same way, only on a less structured, less formal basis. This is a great training ground. Out of these groups, Members can form their own personal, intimate Mastermind groups. Make sure you share the same values, ideals, goals, ethics and morals before you finalize your selection of Mastermind Members. Read everything Napoleon Hill teaches about masterminds (be very careful where you obtain your information – I would stick to Mr. Hill.) Our Members have all agreed to abide by our Code of Ethics and all agree with the principle of JV’s and reciprocity, so you’re off to a flying start.

Self-analysis can put us in a position to complement our weaknesses and

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
profit from our strengths in the Mastermind context. We need different personality styles to make it work optimally. There is no right or wrong type; we strive to find the right combination of characters to make the Mastermind work.

**Cadfael’s Battle**

**Cadfael Joshua had had a long day** and was on his way to the corner store to get some milk. It was unusually quiet. The usual dog guardians, clutching their white plastic doggy-doo bags, were nowhere to be seen. A brisk wind clutched at his legs with the promise of a cool night and a free sample of winter from the snow on the nearby mountains. A few drops of rain plopped onto his Respect hat.

Suddenly, a swift black shadow introduced a bulky, unshaven lout who lunged at Cadfael – it was Weariness, brandishing a huge Fatigue stick over his hatless head of unruly hair. Cadfael reacted automatically with an Energy kick at the brute’s kneecap. Almost instantly, Worry moved in from the shadows with an automatic Fear, pointing directly at Cadfael, who whipped out a Self-Confidence and knocked the weapon to the ground. Then he punched him out with a Tenacity. Two against one, but he was winning. He whirled around to see Weariness had extracted a concealed Guilt from his belt and was moving in fast. **What now?**

Without a second thought, Cadfael delivered a Self-Esteem that knocked his opponent right off his feet, just as Worry heaved himself off the ground and was now approaching with the largest Self-Doubt Cadfael had ever seen. Our Hero grabbed his faithful Self-Reliance and fired three Beliefs right into Worry’s bewildered face. Only Weariness was left, who was lumbering forward wielding a shiny and sharp Laziness, switching it between hands, laughing and ridiculing Cadfael, who responded by blocking with Discipline and delivering a Proactive blow to the throat of his wily attacker. He finished him off with a Positive Expectation and one solid Integrity. It was over.
Sitting in his armchair after dinner, reading “Atlas Shrugged”, Cadfael poured himself a large Vision and put some Goals and Courage on a plate for a snack. Another day done. He had sown good things and he smiled, knowing that the future he was creating was bright, indeed. In his daily battles with Mediocrity and his treacherous band of Collectivists, Cadfael (which means Prince of Battle) knew that he had to stay alert and in shape. His personal trainer, Napoleon Hill, and mentor, Winston Churchill, along with his advisors, Ayn Rand and a stable of other winners, helped him stay focused and on track. They lived on his bookshelf and his CD rack, always on duty, always available to support and guide him. But he was the leader and the point man. He initiated, he took responsibility and he got the accolades.

In our daily lives, we’re wise to align ourselves with winners, Eagles and mentors who can sustain and direct us. **Every choice counts.**

**A Story of the Eagle**

**My mom sent me this story from South Africa:**

A man went through the forest searching for birds. He found a young eagle, brought it home, and put it to live among the chickens. It shared their food and learned all the habits of the chickens.

After five years, a naturalist came by. "That is not a chicken", he said. "That is an eagle. I will show you." He lifted the eagle in his hands. "Fly" he said. "You have wings for flying." But the eagle looked down, saw the chickens on the ground, and jumped down among them.

Next day, the eagle was taken to the roof of the house, and again it refused to fly. "He may have a magnificent wing-span", said the owner, "but he has the heart of a chicken."

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
The following day, the eagle was taken far away from the chickens to the foot of a high mountain. "Fly" he was ordered. The great eagle first looked at the ground, and hesitated. Then, raising its head, it saw the sun high in the sky. It spread its wings, lifted itself from the earth, and flew over the mountain towards the sun.

Am I an eagle who grew down to be a chicken?

Have I left unused wings that could take me over the heights to the sun?

Forgive us for the wings we have left unused, for the visions we forgot and the heights we never reached.

**Putting the Steel Back In Your Spine**

It’s time to get strong. Time to take control of your life and step up to the next level. Time to kick butt. Time to make it happen. It’s your time. The time is now. John Steinbeck said, “I am impelled, not to squeak like a grateful and apologetic mouse, but to roar like a lion out of pride in my profession.” This is how to move up from the level of a servile sycophant to the level of a warrior, from compromising toady to powerful winner, from politically correct brownnose to legendary leader, from a wandering generality to a meaningful specific.

There are two kinds of people out there – people with a wishbone and those with a backbone. Most of us don’t want to offend anyone, until we realize that the only people who are offended by directness, honesty, and straight talk are losers. Many people don’t want to rock the boat, but they don’t understand that when you rock the boat the wimps fall out and you’re left with the winners. Political correctness is the most powerful weapon the evil
enemies of western civilization have. You can quickly emerge from the cocoon of fear and timidity as a courageous pioneer who can create the world you want.

It all starts with your own self-esteem. Your self-image will determine exactly what you accomplish in life, how much money you make and how much fun you have. People follow leaders. People want to be associated with champions. Success starts with what you believe about yourself and what you tell yourself about your abilities, circumstances, options, past and integrity. It’s all in your head, Fred. So how do we start adjusting our image of what and who we are? It’s easier than you may think.

1. Make a copious list of all your successes. Focus on what you have done right and what you have accomplished, nothing else.

2. Make a list of your strengths and positive attributes.

3. Make a list of all your opportunities and abilities.

4. Align yourself with the most powerful, influential, successful and honest people.

5. Change your environment (what you see, read, hear) to stimulate success. Your home, car, office, and workspace should carry visual and audio images of what you want, not what you don’t want. Pictures of your goals and aspirations will inspire and focus you. Whatever you focus on will grow. Only read books and watch TV programs that will build and strengthen you.

6. Change your self-talk. Don’t use words and phrases like: “I guess, I think, Maybe, I suppose, Perhaps, I’ll try, I’ll do my best, hope.” This is loser language. Change the way you talk to others and yourself. You will make it happen. You know. You expect. You guarantee. Whatever it takes. You will make it happen. You are a nuclear powered money magnet. Every day, in every way, you’re getting richer and richer. You are an unstoppable warrior.
You are strong and courageous, fearless and bulletproof.

7. Educate yourself about your profession. Knowledge builds confidence. Learn everything you can about being a Joint Venture Broker and practice it 24/7 and you will make more money than you can imagine. Throw yourself into your profession and work and be prepared to make mistakes.

8. Demand success and do not compromise. Remove losers from your life. Expect to win and demand that people deliver what they promise. Set high standards and don’t listen to losers, leeches, and naysayers. Remember this: weak people are dangerous. Judge people by what they do, not by what they say. Hold them and yourself to account and keep your word. Be the steel fist in the velvet glove and don’t be afraid to take the gloves off.

This is the way to move from fear to faith. In order to find loyal friends, be loyal. In order to attract winners, be a winner. Tell the truth and to hell with the consequences. Live according to your own values, and nobody else’s. Don’t get distracted by the rabble – focus on what you want, not on what you don’t want. When you are attacked, fight fire with fire. Find a winning horse and ride it. Hitch your wagon to a star. Together with other winners, you can accomplish anything. They will tell you what you can do and help you to do it. They will show you all your opportunities and remind you of your strengths. Set specific, exciting goals and stick to them. Never waver. Never quit, and your dreams will all come true.

Finally, read “Atlas Shrugged” by Ayn Rand. I know I’ve said this many times in this book, but here’s the thing: most losers never get more than half way in that book. **Winners read the whole thing and then every other book she wrote.**

**Step Two for You**

There’s a story about a kid who claims that elves get into his room at night and steal his underpants. His parents don’t believe him, but he insists, so

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
they agree to hide in his room and await the mischievous creatures. Eventually, around midnight, a motley band of elves climbs stealthily through the open window and commences stealing the boy’s underpants out of his bottom drawer.

The father steps up and asks the head elf why they’re stealing the underpants, and the elf replies that it’s a new business that they have started. “But how can you make money by stealing underpants?” asks the bewildered dad. “Oh, we have a business plan”, replies the pompous elf, “Step 1 – steal underpants. Step 3 – make a profit.”

This is typical of many entrepreneurs. They discount the second step, which is how to make the profit, and they deny the possibility of a few failures along the way. Imagine a girl who gets a brand new, pink bicycle for her ninth birthday. She gets on, falls off, and throws the bike on the garbage dump. Guess what? 65% of the new Joint Ventures you try will fail, and you will fail more often in the beginning, until you learn the ropes. When you fall off the bicycle, get back on, until you learn to ride. Attending a seminar and reading a book is getting the bike. Then you have to implement the steps and learn by doing.

At DollarMakers, we have many support systems in place, including Members Meetings, Bootcamp 202, access to other Members and more. Since the start of Forum two years ago, I have been searching in vain for someone who is capable of providing coaching lessons to Members who have attended one of my Bootcamps, or used the Home Study Program. I interviewed many people who knew more about nuclear physics and the sex lives of goldfish than business or Joint Ventures, and most of them are simply posers without any real substance. This is a high trust position and I did a lot of due diligence with each application. You would be shocked at the amount of losers out there masquerading as coaches.

I am elated to tell you, dear Reader, that my patience and uncompromising standards have finally paid off! I have found a fantastic, highly trained and...
experienced coach who has designed the ultimate DollarMakers JV Coaching Program. He can describe and present the process better than I can, so I won’t try. Suffice to say I highly recommend and endorse his services. Step two is now available and I am very excited about it. Now there is someone to help you ride that bike like the wind. This is a great relief to me because I know those Members who choose to use this program are going to receive excellent support and guidance with a proven system from a true professional. For more information, you can go to www.moneywithjointventures.com/coach

“They who lack talent expect things to happen without effort. They ascribe failure to a lack of inspiration or ability, or to misfortune, rather than to insufficient application. At the core of every true talent there is an awareness of the difficulties inherent in any achievement, and the confidence that by persistence and patience something worthwhile will be realized. Thus talent is a species of vigor.” – Eric Hoffer
Why Join the DollarMakers Joint Venture Forum?

Being a Joint Venture Broker is a legitimate business opportunity, just as much as owning a MacDonald’s, owning a plumbing business or being a self-employed accountant or owning a dry cleaning business. The difference is that you can make a lot more money, with no cost or risk, as a Joint Venture Broker. That is because of duplication and leverage, and also because you can work simultaneously in different industries, with different products and services, in different geographical areas, so there is no seasonality or limitation. JV’s take little time, and can be done with no cost or risk.

Most businesses take years to become profitable, whereas a Joint Venture Broker who is focused and productive can start earning real money from **day one**. You can create multiple streams of passive income from widely divergent sources. As a JV Broker, you have no overhead, employees, inventory, leases, minimum production requirements, area limitations, or capital investment. You can get into your own JV Brokerage Business with under $1,000 – that will include Membership, the Bootcamp training and a Replicator Site – all you need to succeed. You can be a JV Broker whether you have a business or not, and regardless of your background or circumstances.

We created the Membership opportunity for people to instantly position themselves as Joint Venture Brokers, with all the credibility and packaging they need. Here is what you get as a JV Member. Compare it with the kind of investment you would make in a traditional business – hundreds of thousands of dollars to buy the business or set it up, plus the high overhead and restrictions. 87% of new businesses fail in the first five years. As a JV Broker, we have removed all the factors that make businesses fail, so the only way to fail is not to work.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
1. You get instant access to over 500 Members worldwide, growing daily, with all their information, plus you get to advertise all your information to all of them, via our password protected Members Section on the DollarMakers website. One contact can change your life. You get hundreds of them. All Members have agreed to abide by our strict Code of Ethics and yes, we do fire Members who do not abide by that Code of Ethics. One JV can make you thousands of dollars a month. You get multiple options.

2. You get instant “packaging” – you can use the Membership logos, piggyback on the powerful branding of DollarMakers, and use our reputation, testimonials, 20 year track record and exceptional websites, podcasts, online interviews and articles, to create instant credibility as a Joint Venture Broker. In fact, you can get your own, full e-commerce website for a mere $247 setup and only $39 per month. You can literally be in a packaged, credible, proven business within two days for under $1,000.

3. You get all the support you need to succeed, when you get stuck or have questions. Our General Manager, Jim Kennedy, a highly respected businessman in his own right, is available to all our Members. Our Technical Director, Winston Bromley, is also available to answer questions. You can contact Robin J. Elliott direct. Robin charges $500 per hour for non-Members to talk with him. Your Chapter Leaders and Area Coordinators are also available to support you. You will also receive five e-newsletters per week – updates, motivation, training and inspiration.

4. Regular, Members-only conference calls every two weeks are available for all Members internationally, where you can talk with other Members around the world.

5. Our conventions are amazing opportunities to learn more, set up JV’s, and meet other Members and leaders.

6. Local meetings give you the opportunity to meet Members and do JV

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
deals. If there is no local meeting in your area, we can help you to grow the Membership there and set up your own meeting as a Chapter Leader and later as Area Coordinator. We are always looking for Leaders and you could be one of them.

7. Start earning money by joint venturing with us – DollarMakers! We pay very high commissions and a wide range of generous commissions on all products and services when you have a Replicator Website. You can arrange Seminars, Bootcamps, Conference Calls, Trade Show Booths, Talks and more with Robin J. Elliott, and earn serious money on all. We offer instant JV’s to all Members. We have an unlimited, untapped market, which is growing exponentially. You can get a piece of that.

8. As a JV Broker, the world is your oyster. DollarMakers has no equal and no competition. Our system works and you can work with us as we expand into every area of the world. We have special opportunities for Area Coordinators, builders and pioneers and we can support you all along the way.

9. You can arrange Charity Bootcamps and In-House JV Broker Bootcamps and Sales Bootcamps and make a lot of money (see below for more details).

10. With DollarMakers we place all the opportunities at your feet. You can go as far and as high as you like with us. We are open to suggestions and all you have to do is ask us. We want to work with you and we pay generous commissions.

The important thing to realize is that we are looking for proactive, self-starter Members. We are looking for people who are serious about success. While you can be involved as a JV Broker on a full time or a part-time basis, the more you put in, the more you get out. Those who focus on this opportunity and do it on a full time basis have unlimited earning potential.

By joining the Forum, you take the first step to creating financial

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
independence, wealth and the lifestyle you want, with maximum leverage. Our proven strategies and systems have worked for us for 20 years. We are constantly upgrading, adding options and benefits, and improving our systems.

Those who are most successful attend all the Bootcamps (101 & 202) and local members meetings and conference calls, have Replicator Websites, and focus on JV’s. Treat this as you would any other business that would cost you a hundred thousand dollars and demand 10 hours a day, and your success is assured. The only difference is that you will attain success in a very short period of time and make a lot more money, with no stress, worry or pressure.

Finally, remember that we have a lot of Members. We respond to our Members. We give you all the tools and opportunities and watch what you do. We look for Members who want to win and who take action.

Together, we are doing amazing things. Join us on our exciting journey!

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
Open Letter to Non-Profit Charities, Clubs and Churches

Would you like to earn from $5,000 to $20,000 or more in one day? With no cost or risk? Nothing to buy? No catches? No downside? Of course you would. Many charities are tired of “begging” their donors and members for more money. Here is a way to get them lining up to give you money because of the massive, direct benefit to them!

Here’s how you can do it, if you qualify:
You can use my one-day Bootcamp to make you serious money with no cost or risk to you, and you keep all the money! In addition, you can offer it to your members, congregation, sponsors, donors, and the public at a massive 80% discount.

This is how it works:
Our popular, one-day Joint Venture Broker Bootcamp sells for between $500 and $1,000 per person. It teaches anybody, at any level, how to realize financial independence, fast, and business owners learn how to turbo-boost their profits overnight – all with no cost or risk, regardless of their circumstances or background. We have an excellent 20 year track record and testimonials.

It’s simple. Robin J. Elliott will present this Bootcamp for you for only $100 per person. And you keep all the money. Minimum attendance 50 people. If you put 200 people in the room, that’s $20,000 directly to you. You are offering them a huge benefit at an 80% discount. And they can send as many people as they like; they can even sponsor others who can’t afford the $100!

We provide you with all the marketing and sales material you need, and we show you how to use your existing resources, database and communications tools to put people in the room. Easy! Plus, we show you how to find sponsors to cover all your costs. The costs that your organization has to cover are the marketing, the venue, flights and accommodation, teas and coffees for the delegates (they buy their own lunch and dinner) and a

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
photocopied workbook for each delegate. Remember, we will help you find sponsors to cover all these costs. Here's more: we will provide door prizes valued at $300 to each delegate!

We have a proven template and system for this exceptional fundraiser. All we want from you is a tax receipt for the amount of money you make, with a minimum of $5,000. If you can’t do that, we can discuss alternatives.

So, you get people into the room, they each pay you $100 and you keep all the money. There is no limit to the amount of people you can put in the room. Minimum fifty people.

For more information and to see if you qualify, please contact Marilla Wex at marilla@moneywithjointventures.com.
In-House, Customized, Industry-Specific Joint Venture Bootcamps

Did you know that our famous Joint Venture Broker Bootcamps that sell for between $500 and $1,000 per person can be customized to meet the specific needs of your business and industry? In fact, we can make them longer or shorter as well, and the investment per person can be adjusted, too!

Whether you have a large sales team spread across the country, a number of franchisees or outlets or if your salespeople are concentrated in one area, we can accommodate you, along with support and follow-up services. This is not motivation or sales training – this is real world business smarts that get real results, real fast.

These powerful Bootcamps can be carefully personalized to focus on your prime objectives, specific to your industry and particular environment, market and competition. We can convert your Snails Team into an unstoppable force.

Who should attend this training? Ideally, the entire company. Every level and every discipline can benefit from the Joint Venture Mindset. Increasing sales includes everyone in the company. We make it easy for you spread this mindset throughout your organization.

These are some of the benefits your salespeople, franchisees, and account managers can expect from Robin J. Elliott’s unique, proven approach (remember, Robin personally conducts each and every Bootcamp):

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
$ A clear understanding of business, money, value and profit.
$ Complete comprehension of leverage, duplication and distribution.
$ Removing risk and cost from sales.
$ How to add massive, unprecedented value to every transaction.
$ How to get an unlimited amount of new leads.
$ How to increase your conversion rate and customer loyalty, reduce customer attrition and push referrals through the roof.
$ Full optimization of your time.
$ Piggybacking on existing resources and distribution.
$ Leveraging underutilized resources.
$ Understanding human behavior and how to stop selling.
$ Unlimited thinking and changing limiting beliefs through the Joint Venture Mindset.
$ How to turbo boost your sales with no money, no risk, and very little time, using Joint Ventures.
$ How to work with your competition.
$ How to love your job.

DollarMakers is the only organization in the world offering this kind of training. Robin does all the training personally, and his services are becoming more and more sought-after. He only has 24 hours in a day. Grab it while it is still available and affordable.

For more information, please send the following details to Marilla Wex at marilla@moneywithjointventures.com:
Your name
Are you the final decision maker? (We only correspond with decision makers)
Your company
Your position in the company:
Your contact information:
Size/number of sales force/people you want trained
Your challenges

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then **take action NOW** by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Your goals
Your level of urgency (on a scale of one to ten, one being “I don’t care” and ten being “whatever it takes”)
What questions/concerns do you have regarding the above? (Please review our website www.LifeIsAJointVenture.com before asking these questions.)

This Bootcamp will forever change the way you do business and remove all barriers to your growth.
Do you Have a Large Database of Business Owners? Or Run a Networking Group?

Would you like to make some serious money with DollarMakers helping your members to grow their businesses by educating them on how to do Joint Ventures, thus providing you with a huge pool of potential deals as a Joint Venture Broker?

For a flat fee of $5,000 you can book Robin J. Elliott for a private, in-house Bootcamp. **Think about it – after the first 10 people you’ve put in the room (assuming you charge $500 per delegate), the rest is pure profit!**

Cover your costs (the venue, teas, coffees and workbooks for the delegates, Robin’s flights and accommodation) by using sponsors – we can teach you how to do that. For example, if you had an insurance broker as a sponsor, he would pay $1,000 to have a table at the back of the room for the event. He would be provided with 6 minutes in front of the group, with whom he will spend 12 hours over the course of the Bootcamp. Assuming his closing ratio is 2 in 10 and there are 50 people in the room with an average sale of $1,500 he stands to make $15,000. Plus he will get “free” advertising in all of the workbooks.

Duplicate CDs, DVDs and books (including this one) at cost and give them as bonuses at the door. **Do all of this on trade and then cash convert for an even better return!**

Promote your in-house Bootcamp through a teleconference with Robin beforehand. We’ll provide you with all the marketing materials you’ll need.

For more information contact Marilla Wex at marilla@moneywithjointventures.com.
The DollarMakers “Mom Comes Home”© Campaign

Getting Working Moms Home and Helping Stay-at-Home Moms Earn Great Money

There is no substitute for a mother’s love and care. DollarMakers is committed to helping working moms to come home, by teaching them to work at home, brokering Joint Ventures to earn the income they need and want. You don’t have to convince a mom about the importance of money. You don’t have to persuade her that her children will be better off when she is at home instead of at the workplace. We have the solution.

According to the US Census Bureau, there are 4 million new moms in the US every year:

* In 2002, 55% of moms with infant children were working moms.
* There were 687,000 day care centers across the US in 2002.
* 10 million single moms live with children under 18 years old.
* 51% of women gave birth to their first child and returned to work within four months.
* 59% of women report they have no flexibility in determining the start and end times of their workday Heymann, S. J., “The Widening Gap: Why American Working Families are in Jeopardy and What Can Be Done About It”, 2000
* On average, women make 56 cents on the male dollar. ("MotherJones")
* British women recently surveyed in a health magazine reported that juggling the dual roles of mother and worker is extremely hard. Findings include:
  · Over 60 per cent of working mothers feel they take out their stress on their families.
  · Nearly eight out of 10 working mothers would quit their jobs if they could.
* Research suggests that children of full-time working mothers are more

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
likely to perform badly at school.

The reasons why our solution is a real option are simple:
* No selling required.
* No overhead, no cost and no risk to doing business.
* No limitations or restrictions – anyone, anywhere, from any background, under virtually any circumstances, at any age, regardless of their skills, can broker Joint Ventures. No income limits.
* Flexible time – part-time or full time, work from home. Transition from work to home as you increase your JV income. For unemployed moms, start immediately.
* Moms can start earning real money almost immediately.
* All the tax benefits of a regular business.
* Full support provided.
* We have 20 years of diverse, international JV experience and hundreds of JV Forum Members around the world.
* No pressure, moms can work only with people whom they like and trust, earn money in direct proportion to their contribution and work.
* Ready-made JV’s are already available. Fast start possible.

We provide full, hands-on, practical, easy-to understand training and ongoing support, plus instant JV opportunities to our Graduates. DollarMakers uses proven training systems that have been developed over 20 years. All training is personally conducted by Robin J. Elliott.

How does it work?
If you’re a mom and would like to know more, or if you have fifty or more working moms in your area that would like to experience this one-day Joint Venture Broker Workshop, go to www.momcomeshome.com or contact Michelle Bacani-Lim at michelle@momcomeshome.com or 1-877-855-5609 for more information on costs, sponsorships, fund raising and available dates.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
A Highly Recommended Business Opportunity from Robin J. Elliott

A few months back, I joined the Pro Travel Network to benefit from the amazing travel discounts and Familiarization Trips that only travel agents get – I invested $400 and introduced friends and people who love travel like I do. I have made nearly $15,000 in under six months and saved a lot on travel (and I like $99 cruises!).

If you like travel and you're looking for a nice additional income stream, this is the best I have found in many years. It's a publicly traded company, too. Check them out at www.protravelnet.com/mwex.

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com

Recommended Reading

“Atlas Shrugged” – Ayn Rand
“Think and Grow Rich” – Napoleon Hill
“Thick Face, Black Heart” – Chin Nung Chu
“The Tipping Point” – Malcolm Gladwell
“Horse Sense” – Al Ries and Jack Trout
“Rich Dad, Poor Dad” – Robert Kiyosaki
“The Seven Habits of Highly Effective People” – Stephen R. Covey
“America Alone: The End of the World as We Know It” – Mark Steyn
“Failing Forward” – John C. Maxwell
About Robin J. Elliott

Robin J. Elliott was born and raised in South Africa. He had lived in eighteen different places and attended four different schools by his seventeenth birthday. He played the drums in a rock band while in high school. Throughout school Elliott was involved in cadets as a sergeant and a student officer and later he was a high school prefect so he was happy to be drafted into the South African Air Force for a year upon graduation. His mustering was operations intelligence and he was chosen for officer training in the South African Defense Force. However, his participation in the program was cut short when he refused to regurgitate government apartheid propaganda.

After demobilizing from the army in 1971, Robin worked in a government office for a year – an experience which fuelled his distaste for bureaucratic institutions. He then obtained a bursary to attend the distinguished South African Hotel School, where he graduated after three years with a National Diploma in Hotel Management. The qualification led him to manage restaurants and hotels around South Africa and in the former Rhodesia (now Zimbabwe) for the next few years. He qualified as an on-the-job trainer with transactional analysis training through Holiday Inn University (Memphis) and ran a Holiday Inn in the former Rhodesia where he enjoyed hunting, horse riding and outdoor life, in spite of the fact that a war was going on. By this time Robin was married with two children, and when Robert Mugabe became the president of Zimbabwe, he left with his family, returned to South Africa and got into sales, selling motor oil, life insurance, and furniture. He won numerous sales awards and then returned to academia, studying

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Theology at a bible school, and Psychology at the University of South Africa. While studying he supported his family through sales and Joint Ventures. Elliott had always been involved with deal making, even when at school. Once when he wanted a new radio he bought five from a cheap store, sold four to another store for the same price he had needed for the five he originally bought and kept one for himself. He had earned more from joint ventures than he did from his salary as a hotel manager, too. Finally Robin obtained a Bachelors Degree in Theology and earned distinctions in second year Psychology, at which time his first wife divorced him.

Elliott reluctantly returned to working in a government office, where he qualified as a Work Study Officer (Organization and Methods), but again found the bureaucratic atmosphere of a government job intolerable. He married his second wife Rika and started his own business as a distributor for Success Motivation International (out of Waco, Texas) in 1987. He soon became a top distributor in the country, won many international sales and business-building awards, and then left SMI to design his own training and development products and services.

Robin continued to self educate, learning from marketing gurus like Jay Abraham and Dan Kennedy, flying to the US and buying numerous training programs. He studied sales, marketing, NLP, and anything that he felt would make him more successful. He created and sold business opportunities, trained businesses, sold franchises, and worked as a consultant to entrepreneurs. He attended the Dale Carnegie public speaking and sales training programs and consumed all the Tony Robbins information he could find. Elliott was a finalist in the prestigious national Ernst and Young “Against All Odds” competition, and became very active in the Rotary Club. He was featured on radio shows and national television and his articles were published in national newspapers in South Africa.

As his business grew, Elliott expanded his services and applied his joint venture skills to the beauty industry, and presenting one-day marketing bootcamps to entrepreneurs from many different industries.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)
Robin developed the ability to double the profits in any hair salon in under two months and worked highly successful joint venture projects with Redken, Wella and Goldwell. He self-published a number of books, including "Muscle, Mind and Motivation", which he co-authored with Mr. South Africa, the national body-building champion, and sold through eighteen health clubs. He also wrote "Black Pride" which was designed to encourage black South Africans by introducing them to successful African American role models like Oprah Winfrey, of whom they had never previously heard. These books were sold to large companies, who distributed them to their black workers.

Next he wrote "The Sales Wizard", then "The Marketing Wizard", and then "How to Kill Elvis Presley" (overcoming negative conditioning). He created and sold dozens of video and audio tapes and became a sought-after national marketing consultant, trainer, and speaker.

After ten years in his own business and with the children having grown up and left home, Robin and Rika emigrated to Canada when Elliott was 45 years old in December 1997. The Elliotts felt that the new South Africa was too dangerous a place to live in as violence seemed to have escalated out of control. After taking a month off to relax in their new Canadian home, the Elliotts incorporated their business, printed business cards and started doing joint ventures and consulting. Within three months in a brand new country with a very different culture, where none of their past accomplishments, testimonials, perfect credit record or reputation were recognized, they were living comfortably off the proceeds of their business.

Elliott wrote "How to Start Your Own Business with No Money and No Risk" based on his joint venture techniques. He shares Ayn Rand’s philosophy of Objectivism and in 2005 he created his DollarMakers Joint Venture Forum having been inspired by Galt's Gulch in Rand's book "Atlas Shrugged". Elliott is an outspoken Capitalist who eschews political correctness and cites Patton and Churchill as major influences. The joint venture forum (which

ATTENTION: If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting www.LifeIsAJointVenture.com
has over 500 members in nine countries) has an extremely strict Code of Ethics – any member who breaks the code is summarily fired. Nine have been fired since its inception.

Robin J. Elliott is blessed with wonderful and caring parents, the best son and daughter in the world and two exceptional, loving, younger sisters. He lives in Vancouver, British Columbia, Canada with the light of his life and (second) wife of 21 years, Rika.

**ATTENTION:** If you want to retire in less than a year, regardless of your circumstances or background, with no cost or risk and very little time using Joint Ventures, then take action NOW by visiting [www.LifeIsAJointVenture.com](http://www.LifeIsAJointVenture.com)