



The *All-Paid-Forward Un-Business* Report

“The Ultimate Part-time Job Alternative”

by William James Alatis

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Thank you for your interest in this report. If you don't have an e-reader, you could print it out, and staple or 3-hole punch it, for ease of reading and note-taking.

In a hurry?

Have no experience with either internet marketing or home-based enterprise? >

> > Scroll straight down to Chapter 4 , starting on Page 12 . < < <

Want to See **WHAT ACTIONS** you'll be promising to complete as a Contractor?

Go to the Appendix starting on Page 32 of the full-length version of this e-book, available for \$1.00 US.

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Forward

Hello, it's Bill Alatis of *The Inner Core Un-Business System* here.

Thank you for downloading this report, excerpted from a 39-page e-book. This Private Edition has been prepared for people who likely have no marketing experience at all.

I firmly believe that the information you will read here CAN ***totally transform your personal financial situation, for the rest of your life***, and can even help provide for your loved ones and heirs after you're gone! It was meant to provide a remarkable advantage to anyone who reads it - to lead you to a path that others have cut before you, which will ensure your safe passage to an abundant financial life.

In fact, the system described here was first *designed*, from the ground up, to be ***safe to share with our own close friends and family-- if*** we choose to do so.

At the same time, there is an introductory “cash cow” system in place, which allows us to attract new prospective members by posting free online classified ads for separate digitally-delivered e-books, including this report. So each of us have the option of getting started ***without anyone we know finding out about it***, unless and until we've actually seen results, and then choose to do so, later on.

If you were fortunate enough to spot a little **ad** that led you to download this report, you have stumbled upon a way to jump **ahead** of hundreds of opportunity seekers at any given time, who have already gotten wind of what we have been doing, via our rotating global ads and web-sites.

They have joined a public, global members' list to wait for *their* chance to be *introduced* to one of our ***Benefactors*** - a *private member* who can invite them to enter and take a Free Trial of services.

And not until they've been invited to begin their Free Trial, will they be allowed to share the System itself, with **their** own families and friends, or with their business contacts, or with new prospects attracted to this report or our other e-books. If they decide to stay **past** that Free Trial, and join an actual team of other Contractors, their Benefactor actually PAYS their start-up expenses – and they already expect they must do the same for several others, and to put that promise in writing.

But **you** are *already* in contact with an “insider,” a **private** member! If this book **was** sent directly to you, then you may wonder why your friend, business contact or family-member has taken the time to share it specifically with *you*?

You see, your friend thinks enough of this System, and of **you**, to offer to actually ***pay for your start-up costs with us, out of his or her own pocket***. To become **your** “Benefactor,” which is financially on a small scale, to be sure. But the *information* being shared with you, and the Free System you are being invited to utilize, are worth far more.

The promise and purpose of **The Inner Core Business System, (also called “the Un-Business”)** is that working adults who can read and write will be able to use the System, and our affiliated companies' services to create an online “**profit center**” *during only a few hours of focused effort, with limited funds*. It is designed to make use only of resources that you almost certainly already have at your disposal. And if you don't, we provide ways of getting more of those, too.

If you have access to a privately-owned personal computer and the internet for 15 hours over the next 3 weeks, this online profit center is set-up to make payments via checks written out to you monthly. If you can comfortably set aside \$65 dollars, that's likely as much seed money as you will need to get

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started. But even if your budget is *very* tight, you will have access to several Cash Cows which will allow you to earn extra, instant cash to help you get started – and attract plenty of prospects that you can invite to the Contract site.

All will become clear as you continue your investigation. If it is not, you may ask questions on the weekly [webinars](#) or via our Support Desk at <http://allpaidforward.info/support> .

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Preface

1. Realities of Typical Business – Home-based or not

NOTE: The chapters and sections in (()) below are included in the whole, most-recent edition of the entire E-Book, available for \$1.00 U.S. at <http://allpaidforward.info/unbusiness>

2. ((Referrals and Affiliates: Where the money comes from))

3. ((Should family and business EVER mix?))

4. The Inner Core Business System

5. Your next steps ((*partially-reproduced in this Report*))

6. ((Questions & Answers / Q & A))

7. ((After-words))

8. ((Appendix - 5 detailed Flow-Chart diagrams of the actual contract duties))

PREFACE:

A seminal influence in our global culture and on me personally is the late 1980's book ***Pay It Forward***, by Catherine Ryan Hyde, followed by Mimi Leder's (Warner Brothers) movie of the same title starring Haley Joel Osment, Kevin Spacey, Helen Hunt, and Jim Caviesel.

What I've hoped to harness was the essence of the movement has been a practical application of the concept, centered around the promises we make to each other and the notion that when something is so important, when it affects our daily financial lives, that we need to hold each other accountable for them.

Certainly it is time for us to appreciate all our resources, including Human ones in the forms of our friends, family and other personal contacts. Not ***Human Resources*** as a corporate commodity, or expense, or burden, but the essence of our connectedness to one another, our interdependence, and the elements that bind us to each other, rather than dividing us and putting us at odds.

“TECHNOLOGY IS OUR SERVANT, to the extent that that we can EXPLOIT IT – and *NOT PEOPLE*.”

CHAPTER 1 : Reality-Check

The way money is changing hands, and what people are willing to spend it on, is in flux. Internet marketing has taken hold at lightening speed as more and more people are buying and selling online.

The relatively low cost of doing business online VS committing to a brick-and-mortar location makes starting a business affordable for more people than ever before.

But this is not an introduction to an Internet Marketing opportunity. In fact, I firmly believe that internet marketing is ***a waste of time and money*** for easily over 90% of those who would like to earn a second income from home.

Let's say we're sold on (or are *forced* to accept , because of transportation or family-care limitations) the idea that we **can** somehow earn a living from home. What is not brought up often enough is, ***“Should most people even try? Are the cards stacked against them?”***

This leads us to an often-overlooked, yet critical reality. First of all, since most people have only been able to make a living by holding down a job, they are *not* well-suited to succeed in business. Not many regular working adults have the necessary temperament and focus, not to mention the skills, education, and experience that most of those who do succeed at home-based start-ups already have under their belts.

At the same time we find ourselves in a world economy that requires that we supplement our income and take steps to secure our own financial future. It's just that there's been nothing worth doing, that rewards us *enough* for that realistic, little extra bit of effort and cash that regular working people, without sales or marketing knowledge, can actually manage.

Choosing a business model

The main reason for starting a business is to solve the problem of establishing regular and growing monthly income to pay your bills and then go on to invest the surplus gross income, and hopefully improve your family's life-style. And at a high level, this means getting many people to pay you for a product or service, and either creating a way to find new people to buy from you every month, or making it seem like a great idea to buy from you every single month. IF you can establish that Holy Grail of business, the **Customer For Life** (preferably paying you monthly) and you have enough of those monthly customers so that you are assured a net profit from each of them, then not only can you rely on it to feed, house and clothe your family, but your business itself will have a **marketable value**.

But starting and operating a successful business, whether from home or not, is simply *no picnic*.

First, one has to choose a TYPE of business, whether valuable enough services or products are going to change hands to ultimately be able to get people to pay for them, preferably over and over again.

If you're starting from scratch, responsible for market research, creating a marketable product, and then for every necessary process and all that goes into a WAY to accomplish that, to **deliver** that value to the person paying for it – from establishing a brand, to spreading the word about that brand, to attracting prospects among millions of internet users worldwide, to getting them to interact with your information and sample your offerings. That's before the next critical process of somehow getting them to ultimately **buy** from you once, and then hopefully going on to become a repeat customer, and ideally **Customer for Life**.

Then you must create and manage a business **system** – a repeatable way to take new prospective customers through the above process. Online, this means allocating the infrastructure (setting up a server or hosting account), planning and web-design, and fulfillment (getting the product or service to your customers)– which all requires hard-earned know-how. Then once you had a system that was working, you would need to multiply your efforts. You could expand by employing a full-time sales-force and providing full benefits, or by just personally attracting, satisfying and paying Affiliates (and reporting their income to the government, of course). But even this is simply more *responsibility* than *most* people are used to, or would care to take on.

That's all hard enough to learn and do successfully that many new businesspeople opt to buy into a franchise operation. If you don't have the time or funds to finance all of that, you would need to draw up a business plan and a parallel marketing plan, and try to get banks or the Small Business Administration to give you a loan. IF you have some collateral to risk. Like your house. :-)

A short-cut to refer to all of this is the term **business model**. Just for *online* businesses, alone, there are currently 10 to 20 money-making activities that are being pursued and typically packaged as information or educational products, services, or a combination of these. People have claimed to have made good money (and further, claim they can teach **you** to do the same) by filling out paid surveys, selling both physical and information-products (created themselves or by others), speculation and gambling of various sorts - from buying expired domains or undervalued stocks, currency, collectibles (you-name-it) and re-selling them, even actual “systems” for supposedly winning at online gaming, besides various approaches to **affiliate marketing** (where you get paid when someone clicks on your coded link and goes on to buy something) – these are just a few. And all of these will claim *you* can profit as well, although cutting through the smoke and mirrors of "case-studies" makes it hard to know how much they have really made, or all the unspecified variables involved. They're **selling** it after all, so how can you really know?

Overcoming the hard realities of Home-based Businesses:

First, there are the hundreds, if not thousands, of “Opportunities” to try to select from – all their Sales Pages and videos doing their best to convince you to buy them.

Although on a different scale in terms of up-front start-up costs, in home-based business opportunities, there's also still a whole universe of **losing propositions**, from downright scams (like Ponzi Schemes and illegal pyramids) all the way through to perfectly good business models, which still might simply be a bad “fit” for someone trying to get started.

Especially on-line, it is extremely *easy to lose money*, to be “conned,” or just plain disappointed when attempting to make part-time income. It turns out being much harder than the way it's painted to look. Many people are fascinated with stories of those few who have gotten rich by getting paid for various on-line products and services has led to hundreds of thousands of would-be entrepreneurs investing in education and blueprints which are sold as “workable” and low-cost.

And even more critical is this unspoken reality - a typical working adult is at a **ridiculous** disadvantage when attempting to get ahead, to actually **profit**, by buying into any business model, course, distributorship, what-have-you. Once faces the finely-honed written sales copy and ear-and-eye “candy” in the form of great-sounding and eye-popping photos, recordings and slick videos put together for large sums by professionals.

Whether by developing one's one products, or selling someone else's, these have in common one thing: They have an *extremely high failure-rate, and they make lots of money for those who sell them.*

All too often they are sold to desperate people, sometimes without recourse or refund when they discover that they are not likely to ever make a penny from them, after all.

Then there's attempting to work from vague directions and training that's not effective for various types of learners. Then often there's not enough support – at the moment when the busy mom can get to her computer to put in a few minutes of focused effort, if the task is too difficult, the software isn't working as it should, and she gets stuck she often can't get an answer when she needs it.

So if anyone tries to tell you that “*you can start a business from home and make a lot of money*” (and that includes **me**, in case you thought that had escaped me) the first question you should ask is, “***What assurances can you give me that I won't fail – simply throwing away my time, money and energy trying to do so?***”

Both realistically and legally-speaking, nobody can be absolutely positive **you**'ll make money from any system, information, concept or even a fully-operating business franchise. Your efforts and ability to follow directions will make a difference.

Yet, consider that even with a job or profession you hear is well-paid, it's easy to spend 4 years studying a subject and find there are no jobs when you get out, as many new graduates are finding now.

It all becomes a matter of weighing risks of different proportions. Working a job **seems** a better risk, and most people are relatively risk-averse. Unfortunately, these are the people caught most flat-footed when they lose their job or their industry doesn't need to (sorry) *exploit* them anymore.

Even with the “good guys . . .”

Thankfully there are reputable vendors who go out of their way to serve customers in their niche, that of making money online. And there are good networks like **Clickbank** which honors a 60-day refund policy, and has an excellent reputation for responsive customer service.

But even among those hard-working, well-organized professional marketers who create and sell products and programs with the best of intentions, who have provided quality tools, training and support, not one can boast a very high success rate (even more than 50%) among their customers.

There are too many variables on the part of the customer who is trying to come out ahead, and eventually make a living from home. And not knowing what is realistic, many people trying to make money following some business model or other, even if not for the first time, have such unrealistic expectations that those experienced marketers who are sincerely trying to help them (without going broke themselves) are forced to put legal disclaimers with dozens of clauses letting people know that finally, ***there are no guarantees that anyone who buys them will make money***

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And on top of it all it's very easy to feel isolated and “in it all by yourself” when working from home. No wonder thousands of people are being disappointed and discouraged, many stopping before even getting business systems in place which they could reasonably expect to earn them more than a part-time convenience-store job.

NOTE: That's one reason we decided that each of us, in turn, would just GIVE this away to others.

And ultimately, it led me to offer a **binding contract**, actually hand-signed and faxed (or scanned and emailed) to each participant. I'd never seen that done before, and it seemed like the time had come to provide that for people, along with a good business logic for offering it. Otherwise, how could it be *at least* as trustworthy as taking on a part-time job?

You can receive details of the contract by asking the person who referred you to this report to send you a link to the Contract site, as well as links to his or her Private Waiting List, and our Letter of Intent to maintain confidentiality. The **flow charts** at the end of this e-book have been added to show you the **actual tasks** you're being asked to promise to fulfill, each week for 4 and 1/2 weeks. No surprises.

What's an Affiliate?

What sounds easier, (A) creating a product or service from scratch, or (B) selling one that has already proven itself, utilizing an successful existing system of sales materials?

What sounds more likely to succeed, (A) a regular working adult trying to pull off a fully-polished sales presentation, or (B) just filling out some forms and sending emails that direct people to a polished sales presentation?

If you said “B” to the questions above, then you see why on-line affiliate programs tend to give the impression of being easier overall than starting from scratch. And [Affiliate Marketing](#) **can be** a great work-at-home alternative, in that except for spreading the word and convincing prospects to buy from **us**, we don't have to “wear any of the hats” or fill any of those other roles or we touched upon before, after coming up with a business idea that has even a glimmer of a chance of succeeding.

For people like us who need extra income (and would like to avoid commuting to obtain it), here's a practical definition:

An **affiliate program** is set-up by a company as a referral system that you can join, many for free, others which one way or another you need to be a **customer** of, as well, (if only to be able to write or tell people about it). When you join, it automatically creates for you a unique ID and web-link, that when someone clicks on it, goes to their website, and buys from the company, they pay you a commission by check or by PayPal. For the company, it's actually a low-cost and often very successful piece of their marketing plan that requires no employees, and only pays for results - - whether it's to

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attract potential customers (leads), or actual sales.

As you may be well-aware, big businesses are all about “The Bottom Line.” And it’s very hard on their marketing budget to *pay up-front* for that professional army of sales reps, who have come to expect a base salary equivalent to what a file-clerk or administrative assistant might earn, plus full benefits, PLUS enough incentives in terms of bonuses and commissions to make Sales one of the highest-paid professions.

That’s why more and more new companies are being planned *without* a full-time sales force (or even hiring many employees at all), establishing instead a well-developed and supported **affiliate program**. It’s gotten more and more practical to pay out marketing expenses based on performance **only** - - and getting “into the black,” with direct return on their investment growing, is easier when they don’t start out having to invest millions of dollars to pay a full-time sales staff, before the company ever makes a single dime.

Because acquiring new customers and affiliates is otherwise so hard to do, these companies pay top dollar to those of us who can help them substantially grow their businesses. They pay **you and me** for creating on-going business for them, by attracting others to go to their web-sites and sign up for their services through our unique, assigned **links that record each sale, giving us credit**. Just be aware that getting substantial results would require a Herculean effort for unsupported, unfocused individuals to attempt. AND you can **never** stop promoting those ads/links (or successfully hiring others to promote them for you), or you stop getting paid.

“LEVERAGE” - getting paid for years to come for some concentrated effort now.

Now a little background - between 1998 and 1999 I had kept myself alive working online at what are called Affiliate programs. To survive I found that it was best to diversify somewhat, and to get paid in different ways. The simplest was a one-time commission, with only one tier or level. That is I got paid directly by the companies when someone became a new customer or user of their service, but earned nothing if THEY went ahead and shared it with others.

But it had close to ZERO stability on its own. The second you stopped promoting, or as soon as a new product or service reached a level of popularity, the clicks and sales began to die down, and you have to start over on another product. And since people rarely bought on the first exposure to an idea, product, or company, you had to have a system to follow-up and give them a *series* of exposures, usually via email auto-responder and group mailing software. So you had to learn how to use all these tools and software.

Thus most successful affiliates soon find that they need to build lists of buyers in each niche they are going after. That said, “the money is in the list” is the truism that forces most work-at-home internet marketers to build that list, and the most sought-after results are **traffic** and **list-building**.

I could do like so many others and re-package and build on the excellent training I have paid

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for and received in these areas, especially over the past couple of years for anyone who joins us, – anyone that is, who is *actually fascinated* by the marketing process, and is *naturally inclined* to learn about it.

BUT how many people just LOVE MARKETING, SELLING and TRAINING? – Very few.

Besides, each of these related activities have such difficult “learning curves,” that I found it necessary ***to yank them out of the equation, and NOT make them necessary for our success.***

DO YOU REALLY WANT to learn all that, and try to KEEP UP-TO-DATE . . . FOREVER ? Well, most people don't. And a system that inspires (and pays) others to duplicate simple efforts, so that a wide variety of working adults can win, needs to be limited to simple tasks.

Well, that's why the Inner Core System DOES NOT depend on the elaborate, individual marketing campaigns of our members.

Just posting a few free ads, in our case, is enough to attract all the attention we might need, indirectly, from those who inquire about our low-cost e-books. HINT - the key is that we are EACH only required to reach out to a small number of people.

Because otherwise, not only would you (and anybody you invited) have to keep learning: (1) not only HOW to market, but (2) how to increase both the level of marketing activities (for example, successful marketers are always TESTING ad campaigns, messages, often specific web-pages versus another version, and on and on)

AND you must be willing to take profits (or any time freed-up by this extra cash) and immediately re-invest them right back into more and more effective advertising and other marketing campaigns.

Most who do turn a profit become slaves of their businesses, and many have no ***exit strategy***, either.

That's how typical BUSINESSES grow. THIS is not THAT. . . although you can use it as a springboard, or way to finance another business or investments, if you're so inclined. Most people aren't interested or confident that they can succeed at that. This is for “the rest of us.”

Un-Business COMPENSATION , and Choosing people to work with:

We are making what many would call a bold, even outrageous statement here. We can **get average people paid every month**, by companies that pay commissions and residuals on several levels, when these people **complete the tasks we've set before them** in little spurts of focused activity – a clear, measurable and automatically-reported and recorded scope of work which can be accomplished in a TOTAL of 10 to 15 hours.

This is because of their working agreements with us, as Contractors, and website marketing systems, software, affiliate programs, and outlets that WE have in place, that translate a few hours of a contractor's focused effort into monthly checks that are guaranteed to grow within a few weeks and months, into more money than most people can make with any kind of second job.

As soon as anyone mentions multiple levels of commissions, especially “MLM” or Network Marketing, MANY people simply stop listening or reading.. I was like that for years, myself, because I saw no CONSISTENT way for the **average** person to win.

Not because it's impossible, but simply **very unlikely** for the regular person to succeed at. Sure, the **dream** is somewhat enticing... but the reality is one of the highest failure-rates among small businesses licensed with local governments, which most studies put at over 90% - 9 out of 10 go broke. Getting paid is typically **not easy**.

So many negative factors trip people up, not the least of which is getting others to work successfully enough *for themselves*, so that **you** also prosper. Dealing with others is an art in itself.

Mark Joyner has been one of the most successful and influential online marketers since the 1990's. One of his out-of-print 100-page hardbound books was not only a best seller on Amazon, but today fetches **over \$300** for a used copy.

In a recent interview he was asked what he would do if he were starting all over again today. His answer was revealing – he said ***he would focus on multi-tiered or multilevel programs to grow residual, monthly income.***

BUT -- he would be ***very careful about who*** he would choose to work with – **who** to allow to join his team. He said that having the right team-members *saved so much energy*, that he prized **that** over the dollar-potential of a deal.

CLUE: Keep this in mind as you consider who *you'd* want on *your* team. Why try to drag people kicking and screaming towards extra income, when so many are *desperate* to find it?

THE CORPORATE Compensation “PYRAMID”

Whatever abuses, cons or horror stories you might associate with any compensation plan that has several levels of sales commissions, multi-tiered compensation programs actually **mimic standard corporate sales divisions**. Tiered programs reward you for pointing others to the opportunity or providing them with training. In that, they're sort of like a standard sales organization, which also have official compensation plans.

In a corporation,

the CEO gets paid for what the Vice President of Sales does,

the VP gets paid for the performance of the Directors that he hires,

the Director gets paid based on revenues the Managers bring in, and

the Sales Manager gets paid based on how well his Sales Reps sell the products and services.

It's just that CEO's have established, typically through past performance, that they are worth a guarantee and even a “golden parachute” just for doing the stockholders the favor of taking the helm and guiding the sales and marketing strategies of their companies.

How are affiliate programs different from this model? Some affiliate programs have only a couple of tiers with most of the commission paid for the actual sale, say 50%, and a little paid for referring another affiliate, for every sale they make (maybe 10%). So some successful affiliates choose to sell their training, and/or create systems that would allow **many** personally-sponsored “sub-affiliates” to earn money and stay motivated that way, while the “super” affiliate made a little money from every one of their sales. They earned the larger commission for their own sales, but many, many smaller commissions for hundreds or thousands of sales by sub-affiliates.

Then, there ARE all kinds of compensation plans based on **3 or more levels of sales**. By definition, distributors or affiliates have been paid to both to sell at retail **and** to recruit, train, and motivate the teams of affiliates THEY attract, to duplicate their effort, for **additional** compensation.

And, one reason why single-tiered or simple cash-sales businesses **seem** easier is this-- The only thing harder than selling something is (if he or she is not already “the sales type”) selling someone **else on their own ability to do what's necessary** to sell it **for** you, *even* if you'll give them a high percentage of commission for doing so!

So since this model is based on the recruitment of many customers *who also refer others*, all on-line multi-tiered or multilevel marketing systems emphasize NO SELLING (meaning that the **videos and websites** take care of the sales presentations). Otherwise, only a *very small percentage* of the population could ever see themselves doing it, and the company could not grow.

From Chapter 4 - What is the Inner Core (Un-)Business System?

It's way to get paid checks that grow every month, after only putting \$65 and 10 to 15 total hours of work into setting that up.

The Inner Core Un-business System is like a *steady financial ripple* that grows and spreads outward, as each group of Candidates in turn essentially “takes the pledge” to use our system to accomplish our quick, basic business action-list within a 21 to 30-day period.

It is designed to set-up a monthly-recurring (residual) income for each member to begin flowing as profit within 48 days of enrollment, and to begin to *exceed* most people’s *full-time income* within 100 days. I realize that's pretty darned ambitious, on the one hand. But on the other hand, it's what regular working people with families NEED as a solution.

Although the tasks and responsibilities involve *spreading the word* about our System to a number of our own contacts – it does NOT depend on their **acceptance** of our offer. Rather, it offers our own friends and family *an opportunity to benefit before* those who we do NOT know, who are attracted and respond to the System’s Global Ads.

The Global members must **wait** to be invited by a Private member. Our personal contacts get a few days to “get up to speed” via this e-book and websites, before opting to take a Free Trial of services that lasts a week, during which they also will try out the system tasks.

Much of the initial activities involve sending emails from our System to our own contacts, inviting them to our contract site, which presents the offer of \$100 to \$150 per hour for their work. A number of emails are sent the same week of our Free Trial. We invite, and offer to pay for, a few people to join us, both as Affiliates and as users of the services of two companies, after their own Free Trial.

If they complete the task of sending out the required emails, and a minimum number of people visit the Contract site through their links, they have completed the first requirement and will be reimbursed, the day after they're charged an initial \$10.

If after our (monitored) efforts we don't have at least 3 people ready to accept our Free Trial offer, we are introduced to **Global** members who ARE ready to take the Trial, do the work, and pay for a few people to follow in their footsteps.

These companies were chosen for their excellent services, the reliability of their service-delivery, and their **impeccable records of payments to their affiliates** over several years. There is a low monthly fee for their services, the first month of which we promise to reimburse our Candidates for.

Why these Companies?

Besides the fact that they're so trustworthy, or that they do business in over 200 countries? Well, although *we* essentially take over the first month's cost for our candidates, these services' *low price points* coupled with the companies' generous *enrollment bonuses* allow us to **break even within 14 days**.

So - according to our timetable and the written Agreement between you and your referring host, when you sign up, your host *reimburses* you by *the next day*.

Then the **Companies** compensate **us** the following week because of the way we schedule our enrollments. So sticking to our timed enrollment schedules, the system becomes essentially "self-funding," - a beautiful thing, if everyone does their part and keeps their word.

That's why we have written agreements with each other, as well, to make every effort to follow the system. That means that everyone following you will have the same basic rules to follow in order to be allowed to participate.

A Realistic Alternative to a Part-Time Job

Over the years when I was dreaming of and working on the Inner Core Business

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System, I knew I wanted to start small, and *make it as easy as possible for others.*

*Easy for people to say “Yes,” to choose to join us, and **easy for them to actually succeed.***

So I always kept these questions and key points in mind:

1. What can I offer folks that is clearly better than taking on a part-time job at 7-11 or Walmart?
2. What could I do that will substantially and immediately help just a few folks (especially people that I know and like) with their immediate bills and budget?
3. Given how funny (or suspicious) some folks can be about favors – How might I approach people so that they might even *allow* me to do something for them -

To offer them a leg-up and help them complete something *so good*, so clearly in their best interests (and in everyone’s), that they would not only be willing, but actually *happy* to pass the same information along to a limited group of people that they know?

With time and money so tight, it would have to be something that :

4. I could immediately afford to do for them, without hurting my own finances, and . . .
5. . . . that I could manage to fit it in say, just *half an hour a day*, for just *two or three weeks*, and that would be **just** as affordable *for them* to put in place, and pass on to a few of **their** friends.
6. Really important to me was that this favor had to be something that if I made a promise to do it, and they promised to pay that favor forward (if you know the movie Pay-It-Forward) that – within the time it takes to actually get their first paycheck from a part-time retail-clerk job this alternative would, without fail , establish for them an extra, steady stream or streams of income.

At the very least, it should certainly give them *no worse* a chance of coming out ahead within a month, than they would have if hunting down and going after a part-time job.)

7. Then, this income had to be enough so that they would be better-off than if they **had** taken that part-time job. Certainly if you factored-in the time it would take for them to just break even on the transportation and out-of-pocket expenses of applying to different employers, and then getting themselves to a second job for 15 extra hours a week after that.

8. Also, it had to continue to grow steadily from that point on, so they would never, *ever* regret making the choice to allow me to help them. In fact, it had to work so well that a strong(er), lifelong bond might be forged between us, as would inevitably be the case with anyone they shared it with . . .

9. Since the best-paying systems I found (which could fulfill points 1-8 above) relied on inspiring other people to sign-up for their programs, two last wrinkles or potential hurdles were:

(a) some folk's resistance or aversion for sharing ideas involving money with people they know, especially those close to them (even without asking them for money) and

(b) simply not having a hundred extra dollars to spare, even to *give* their own friends, and even as part of a very well-thought-out general effort.

Cash and Leads Machines: So I saw that I could give those people an actual “cash cow” which would help eliminate any budget issue that might prevent them from participating.

Regular people who made an effort at posting free ads that **we** provided had been making an extra \$30 to over \$100 *a day*, deposited directly into their PayPal accounts. That system was a bit time-consuming, so it was streamlined to make set-up very fast and easy.

Not only would this Cash Cow allow them to easily raise their “donation dollars” within the first two weeks that they were involved, *totally separate* from the Inner Core Un-Business itself, but it would also help give them confidence PLUS an alternate source of prospects they could email, if they didn't want to start off telling anyone they already knew about it.

And although I didn't own the parent company, *nor did I make any money* if they bought the system from my site, if I simply turned around and **reimbursed** them the next day, I could help candidates go on to enroll on one of my members' teams – and I could still earn **residual** income.

It was worth giving up the initial short-term profit, *if I could gain customers for life*. It's the same principle as the “loss leader” - giving away a product sample, or selling something so cheap that it **costs** you money to do it, in order to introduce new customers to your business.

The point being, that they then have a simple mechanism to easily earn that extra \$65 to \$200 which

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they would need to give away to THEIR candidates, when they participated in our Inner Core Un-Business program....

Distinctions of a Contrarian Approach

Rather than attempt to teach EVERY member to mass-market to every opportunity seeker in the world, we actually gather our prospects in advance, almost exclusively from among our existing contacts, rather than people we don't know. This also avoids having the System sites shut down due to SPAM accusations and complaints.

We leave the approach, gathering and qualifying of strangers to the Global System, and the Administrators and senior Benefactors already in profit, who can organize co-ops and leverage their combined internet marketing know-how to effectively drive traffic to one Central **Global Waiting List** site, the “mouth” of the System's larger funnel (see the diagram on the last page).

The heart of our method (of building *profit centers*) centers around the structured, timed and scheduled enrollment system that is embraced and adhered to, by each of us - - as Benefactors and Candidates.

Everyone ideally does his or her part to assure the integrity of the Organization. We simply try to lead by example.

And *paying for our Team Members' first month of service* is one of our key practices.

Rather than *hope* that we will be compensated well by the companies simply because of some “massive action” they'd like to inspire us to take, we *structure* and *time* our candidate's enrollments via our Letter of Intent and a signed Agreement which spells-out how we will work together, within a short time frame of focused action.

Rather than investing in advertising and then attempting to sell the services out-right to those who respond, we simply *fund* a few of our contacts' memberships – Their expenses come out of our own pockets, rather like a “loss leader,” enrolling them in monthly-billed services and introducing them to our business system.

And because we *are donating* our candidates' start-up costs and first month's service, and not releasing our sign-up link (which credits each of us with the enrollment) until we have at least a good-faith letter of intent to maintain confidentiality, and then not committing to paying their costs until we have a signed Agreement, we can control when we open our team/ front-line for membership. Thus in effect we ***influence***, (not quite dictate) **when they can register**, which allows us to be compensated via quick-start bonuses and quickly recoup these funds we've budgeted for marketing.

If they want to take advantage of **our** system, and **our funding**, they must promise to register when we say, and rather than paying us *back*, to **Pay It Forward** to their own team.

How the Checks Grow

People can't tolerate added expenses for long, without those expenses paying for themselves. The System must be kept affordable and self-funding, (at least potentially) right from the start. It is designed first to reimburse each of us for our first month's use, then to replace the funds we used to get our guests started by *compensating us for enrolling them close-together*, within 14 days!

As these memberships are month-to-month (and could be stopped by any customer at any time) a key goal is to arrange for each of us to continue these two services without out-of-pocket expense, so **our team members will never need to cancel them**. That creates **stability** as our income grows.

Not only do you as a member have no reason to stop your services, as you are recouping those expenses automatically, but the services you are adding are **needed** for your part of the system to work.

To insure ongoing business volume throughout the organization each of us builds, as each Team in turn follows our Schedule, ideally your organization grows by one level per week. Whereas before the growth and stability of a multi-tiered organization was at the mercy of a wide variation of activity and success for each affiliate, you have an Inner Core team to assure forming a sound foundation for your future residual income.

Forming our Teams

As we are clearly offering to do them a favor, *at our expense*, our invitations can be accepted or declined without obligation, while maintaining full affinity among our contacts.

Some of us could simply let a few friends know about it and spaces could be filled early in the Enrollment Week, just through word-of-mouth. Those in this situation rarely *need* to advertise, but posting free local classifieds was introduced as an option for those who wanted less visibility.

A funny thing happened, though. More people were joining who had answered one of these local ads, especially if they bought some digital download from the classified advertiser, than were the friends and family members. Perhaps this was due to the idea that "a prophet is not recognized in his own nation." Unless the benefactors were especially highly-regarded in the first place, the tendency was for people not to be particularly moved by anything we might introduce. An established mentor or counselor, within a social group or family might take so that anyone who knew them were used to coming to them for advice or would quickly pick up on

any trend they might set, that required an unusual commitment on the part of others.

To give the greatest control to the Benefactor, who was actually going to have to front the first month's fees to his team members, a sliding scale or qualification hierarchy was developed, based on the initial interest and initiative shown by the guests or prospects who visited the sites, downloaded the e-book, and so on.

There are several sources of qualified Candidates for our enrolled Team Members who have completed their Action Items, but do not have 5 team members as the end of their Free Trial approaches, say, Sunday. Our individual Private Waiting Lists (and then the Private Database overall) assure we have extra candidates "on deck," waiting for an opportunity to get onto one of our teams if your team is not full by that cut-off date. If one of your team members has only 3 out of 5 optimum team members enrolled in Company 1, but you have several more on your private Waiting List, you can introduce your contacts to each other to complete that team.

Our Invitation, and the Process of becoming a Candidate for Funding

Our existing relationships are cemented by our funding/reimbursement system, and by *formal written agreements to fulfill our obligations to each other*. Any of those we invite are asked to express their further interest by returning to us a *Letter of Intent ("LOI")* to investigate our detailed plan, and thus become Candidates for funding and guidance.

Candidates explore our affiliated companies and come to learn exactly what will be expected of them over the coming 4 weeks via daily step-by-step action lists, which require an average of 30 minutes per day to complete – some days less, some a little more than that.

Before we invest more time and our own funds into paying for our candidate's initial membership, we ask them to agree in writing to offer this same step-by-step business system to their existing contacts.

By sending them a simple text web-link, you can pass our opportunity along to several other people. You begin with as little as \$65.

At the very most, your total contribution would never be more \$200, to be divided among all the candidates that you'll fund.

The initial \$65 is likely enough for you to set aside, because by following our steps you should qualify for a bonus that you can use to pay for 3 of your new Team members' entries into our second company.

You will be paid a growing monthly commission, the first month of which should cover your

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\$30 total monthly cost for both services. So you'll be at break-even, without further out-of-pocket expense.

Once they return the LOI , Candidates are entered into our membership site in chronological order, to begin their pre-enrollment / due-diligence period of 2 to 8 days

At the next available enrollment date which falls on a Monday, you have 24 hours to enroll in the first service, which offers a 7-day free trial.

Candidates who sign up for the Free Trial, and do not cancel before the end of the 7th day, will be charged \$10.00, which is reimbursed by their Benefactor (the person who invites them) via PayPal or Alertpay within 48 hours.

You enroll in the second company for \$15, and are again reimbursed by your benefactor, now your sponsor in Company 1 and 2.

The total cost to the sponsor is thus \$50 plus \$75, or \$125. So we each set aside \$125, to be available to fund our own Candidates, within 1 week of beginning our Free Trials. We can get back as much as \$100 in fast-start bonuses when we reimburse 5 people who join both programs.

Or, if it takes two or even three weeks to get teams completely formed, we have only promised to pay \$125. Break-even may take between 30 and 60 days, then, depending on which week of the month you start.

The aim is to get at least 5 taking Free Trials during that first week, because if you have at least 5 who stay (having joined within the same week), you qualify for \$100 weekly fast-start bonus.

Then you can use \$75 of that to fund your 5 qualified Team members in Company 2 . “Qualified” at that point simply means they’ve held up their end of the agreement – starting with a short-list of at least 35 people, invited those personal or business contacts to visit our Contract site, and our software has confirmed that at least 20 have actually visited the site.

Time Expectations:

As busy as we all are as working adults, to start with, any solution must be a better deal and more manageable than the part-time job route. And it has to start to pay as much as a part-time job within the amount of time that it takes :

to find and apply for several jobs, to be hired by one hiring manager, to agree on a work schedule (15 hours a week is a typical minimum), and to get your first **full** bi-weekly (or monthly) paycheck.

That's why our System requires no commuting time or expenses like gas or bus fare, can literally be done for an hour a day, for a 5 days, and then less than half an hour a day after that.

Our plan helps each member to concentrate his or her efforts during our first 21 to 30 days after being invited. The action list is completed by each candidate in an average of 30 minutes per day over 21 days - - the scheduled activities on one day might require as much as 1 hour of concentration at one sitting, while other days there would be no tasks scheduled at all.

Once enough activities are completed so that your Agreements with your team are in place, your team is enrolled and reimbursed, and they are well into completing their own list, there is very little you need to do going forward.

An additional couple of hours, total, might be needed during the 4th week, case-by-case, to assure that each of your member's teams is complete, that they have gotten into profit, and that their ongoing residual income is set upon a firm foundation.

The **result** of completing our Action List according to our Activity Schedule is a **solid network of affiliates and service users** with individual relationships with our Affiliated Companies. Additional sharing, beyond the requirements, is therefore **optional**, and merely insures ongoing growth of your income streams.

Chapter 5 - - Your Next Steps

You either arrived at the download site for this book via a classified ad or via a personal invitation link. You have likely already joined your inviter's Private Waiting List...

(If you haven't, [Click HERE](#) to request the next links.)

If you'd like to see 3 different typical paths our guests can choose to PREPARE themselves (for Free) to become Contractors and Candidates, including no-risk, limited-exposure methods, click [HERE](#).

Cash-Cow Funding and Lead Magnet Options

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Most of us enjoy dealing with people we know personally. For those of us who can afford to set-aside \$125 over the next two weeks, and especially those with existing home-based business contacts, the program is *designed* to work without the need for any selling, or really any marketing or advertising whatsoever.

It's helpful for many to be able to make extra money – especially at the beginning of our System, before residuals have grown substantially. And with so many people unemployed, our cash cows can help tide them over. Maybe we should call them “cash calves” since they allow each of us to earn **small** amounts, instantly deposited into our PayPal accounts. But it is very possible to begin earning money the very first day, or with the very first ad you place.

To sidestep any resistance to approaching friends or family, however, we also have 5 *optional, proven digital Lead-Magnet Products* in place, with free advertising suggestions and free training, which allow each of our guests, as prospective contractors, to “test the waters” for him or herself.

For those who need or would like to use them, they can begin by placing a couple of pre-written ads, seeing what is involved, and getting a sense of the demand for this solution, this [part-time job alternative](#).

Two of these are Free and can be started immediately, and our guest can begin earning money the very first day, paid directly into their PayPal accounts, which can then be used to fund his or her team members, but of course, can also be transferred to their banks' checking accounts.

Two others can be started for as little as \$10, and require a bit more reading and preparation. However we will reimburse any potential Candidates who buy these, to use them to help raise their some of their “seed money” used to pay for their own Team Members' first months of service. As soon as they complete their Free Trial of Services,

.

Basic training in the use of Craigslist and Gmail were added to the Private Membership site so that any new Candidate could immediately begin posting free classified ads, and attracting new contacts.

As we said, the Private Candidate's (Letter of Intent) Site *itself* is not directly advertised.

But since the **cash-cow e-books** are advertised in free resources like CraigsList to seekers of extra income, they also serve to qualify potential candidates for our Inner Core Teams. Especially if someone buys one of our e-books or cash-cow systems, we already have a business relationship with them and can follow up with them by email (so we enter them into our Advanced Tell-a-Friend System during our Free Trial week.

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Since Inner Core members will have the email addresses of those who bought or inquired about these, they can invite **buyers** into the System as well as anyone who inquires (or tries to “reverse-market” them, contacting them to pitch *their* opportunity). An automatic vacation response is set-up to respond to those who contact them as ad-poster, so they may have an opportunity to be invited within that email, without our members ever even seeing their email.

In the event that, by enrollment week, an Inner Core member still has room on his or her team to open the opportunity to newer business contacts, they can be invited as well. Any surplus inquiries can be referred to their own team members.

Finally, the original version of *this report is itself* being offered, instead of a Cash Cow, as a Free Download which may prompt requests for further information. Senders of those requests are obviously valid contacts for purposes of completing contract requirements.

To find out more, please [Click HERE](#) to contact the person who referred you to the site. They'll send you a link where *for just \$1.00*, you can buy the whole 38-page E-Book , complete with ***detailed diagrams of each week's activities***, so you can see **exactly** what our contractors are asked to do during those 10 to 15 hours, in exchange for minimum payment of \$100 to \$150 per hour.

They'll also send you a link to the Contract site with a video explanation, and if you request it, their Private Candidate's Waiting List (Letter of Intent) site link.

If the timing is not right and you are too overwhelmed by life to begin this work, you are welcome to [join the Global Waiting List for Funding HERE](#). You will get additional program information and will be put in line to be invited as team positions open up worldwide.

(Partial) APPENDIX

(The full-length e-book includes 5 additional, Weekly Flow-Charts of the Contract activities)

NEXT is a diagram of the TWO-FUNNEL System driving sign-ups to both the Global and the Private Waiting List sites, with the goal of having 3 to 5 new Candidates join your individual team.

THE BIG FUNNEL / SMALL FUNNEL Model (below) illustrates how Global Members (on the left) are attracted, qualified to be introduced to our personally-invited Candidates for Private Funding (on the right).

Meanwhile Private List Candidates have the opportunity to be thoroughly educated, brought

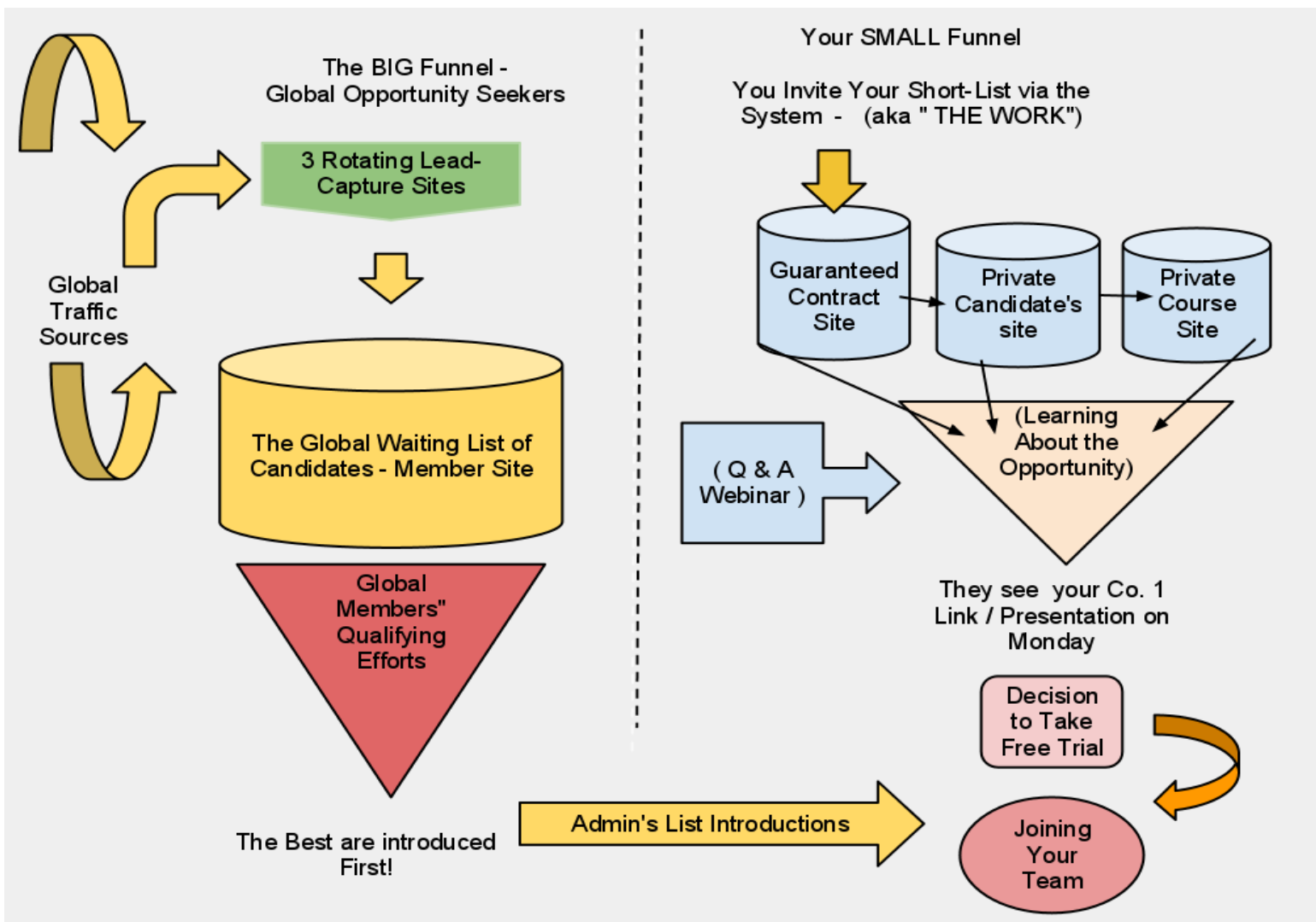
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up-to-speed to fulfill their Contract. At the same time, they can post daily Free Classified ads and thus attract their own brand-new list of personal business contacts.

IF they take the Free Trial, they can send invitations (confirmed by automatic reports to their Benefactor) and they can monitor the number of confirmed visitors to the Guaranteed Contract site (as monitored by the software).

Yet they often still need to fill remaining Team Positions by offering Free Trials to Global List members, to whom they're introduced near the end of their own Free Trial Weeks.

-
- Names and Emails of Global opportunity-seekers find their way into “The Big Funnel,” and via the Global site and software each can essentially conduct his or her own personal Pre-Launch. Those who do will have a number of their own contacts join their individual lists inside the Global Database.
 - At the end of each **Private** Candidate's Free Trial Week, his or her efforts (using the System's invitation software) have produced a minimum number of exposures to the Contract site.
 - IF, however, they don't have enough “takers” of the Free Trial from either their own contacts or any surplus contacts from their Benefactors' groups, they are then introduced to the best-qualified and committed among the **Global** List members.
 - This way, they're assured a full front-line Team. So there's no pressure to “get people to join.” Once you start, your team WILL be filled, **one way or another**. Yes, it's nice to work with people you know, but even if someone on the other side of the world joins your team, you'll get paid just the same as if it were your best friend.
 - This same pool of Global qualified leads is then made available to each Global List member, after **he or she** is invited to any Benefactor's Private Waiting List and Team, at the end of **his or her** Free Trial week.



The week after next – Your inviter WILL have at least 3 new team members. They'd likely *prefer* to work with you, but, please don't be upset if they can't wait for you. They're on a deadline, after all. We hope you can join us, as well. But Global List Members have been waiting, so . . .