

Secret Affiliate Weapon 2.0: Module 1

Choosing Your Business
"How To Choose The Business That Fits YOU"



Ewen Chia

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Introduction

You can't get where you want to go without knowing the path you'll take to get there. Most people who say they want to start an Internet business have no clue about either their destination or the road they'll take. I'm serious about that.

Don't get me wrong. Most people who start Internet businesses know two things without doubt:

They know they want to make money, preferably lots of it (because they've read all the stuff about folks getting rich online and they'd like that for themselves)

They know they desperately want to escape their current financial or job situation

Unfortunately, those two things combine to create a situation where people will chase just about any fad that comes along with hopes of getting rich quick.

Secret Affiliate Weapon 2.0 will get you past that desperation and keep you from being a sucker.

As much as the hype for the latest fad will attempt to convince you otherwise, Internet business has always been the same. It's all about knowing where you want to go and deciding what path you'll take to get there. All you need is a little guidance.

I'll give it to you, starting in this first module. Here is where you'll decide your path, with some shocking time-saving tips from me. In fact, I'll point you to a single business form that I think makes the most sense.

Why beat around the bush, right?

Inside in the next four modules, I'll give you a detailed blueprint for a few different paths to get there.

Your journey is going to be exciting, because as you read, you'll be able to see how you'll be changing your life for the better in the coming days.

Allow me to briefly introduce this course and this first module of the course.

First things first. The reason that you are reading this at all is because you want to make more money. You and I both know that.

We live in troubled and difficult times, with unemployment soaring in every major Western country and people being laid off from their jobs right, left and center. We have politicians talking of the Global economy going into meltdown if things don't turn the corner soon, so things in general look pretty bleak for a lot of people.

People all over the world are looking for alternative sources of income.

The simple answer would be to stride out of the door and get another job, but in the world we are living in, this is not so easy to do. Anyway, what's to say that your new employer won't go out of business in six months time or decide that they no longer need your skills?

You can no longer afford to rely on a paycheck from someone else for the continuing health, welfare and happiness of your family. Now more than ever, it is down to you to make money in a way that does not depend upon other people to keep your boat afloat.

You need to be the boss. You need to start your own business, but you must be aware that there is a danger in doing so.

Far too many people who start their own businesses end up replacing the wage slavery of working for others with a situation where they are nothing more than a 'wage slave' to their own business.

They work as hard as any human can from dawn till dusk every day so that, at the end of the week, they can have just about enough to make ends meet. *In theory* they are the boss, but they are no better off than they were before, except that they don't hate the boss quite so much!

This course is all about showing you how to avoid this situation so that you can secure your long-term financial future in a far more relaxed and enjoyable way.

However, before getting into the nitty-gritty of the system, you must understand that what is needed is not only a change in the way you generate income. There has to be a paradigm shift in your thinking too.

"Working for yourself" is still working, and that is surely not something you want to do any more of than is absolutely necessary.

The key is thinking the right way about your business. So in this first module, I'm going to show you how to think the right way about your business. That's the critical first step, and to be blunt, most people are too blinded by their money goals to be smart at the beginning.

But before I tell you how to think the right way, let me give you just a little background on where *Secret Affiliate Weapon 2.0* came from.

Where Secret Affiliate Weapon 2.0 Came From

I guess you could say I'm an Internet success story, but it definitely wasn't always that way.

I'm not going to bore you with my autobiography, but I'm going to a little background so you can understand why the system you're going to read about really will change your life, if you use it.

Back in the late 1990s, I was struggling, probably like you are right now. I was deep in debt, with credit card bills stacking up around my head. It felt like I was drowning.

I was working killer hours at my day job, then spending until three and four o'clock in the morning every day trying to figure out how to be successful online. It was stressful and frustrating.

Then one day, after beating myself up for spending so much on every scheme and gimmick out there, the reason for my struggle finally dawned on me. *It was making things too hard.*

When I looked at everything I had studied over a few years, I realized it was indeed quite simple. The missing link—if you want to call it that—was focusing on doing it. I'd been chasing quick wealth, and getting distracted by everything that came along, to the point that I had never focused on using one system until it worked.

That's when I decided to focus on affiliate marketing, or promoting other people's products for a commission. I already knew it was an excellent business model, and I knew it could work for me.

I went back through everything I'd ever learned about it. I studied the material again and came up with a simple plan. I decided I would keep hammering on that plan until it made me money.

That's what I did...and it worked. I wasn't rich overnight or anything crazy, but I was making money. Small at first, but regular and growing. As the profit came in, I learned, tweaked, and refined what I was doing. That's when the money really started to snowball.

By 2004, I had an income that most people can never dream of. I don't say that to boast at all. It's just what happened. And I knew I had found something that could help other people break out of the rut I was in and start making money online, too.

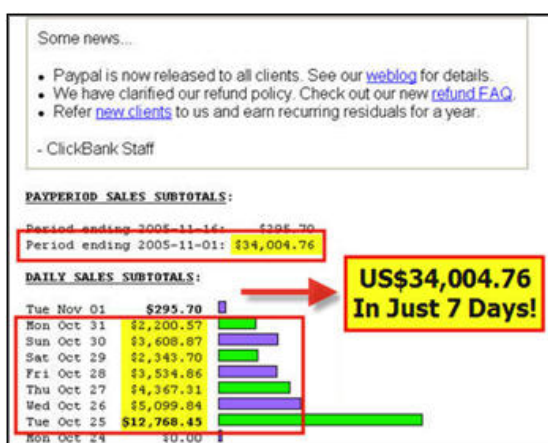
So I created a product I called *Secret Affiliate Weapon: The Easiest Money You'll Ever Make*. Inside, I revealed my entire affiliate marketing system. I taught people my formula (that's really what it is) for how to profit instantly by promoting products hosted by ClickBank.

That meant people could start making money online without:

- Creating a product
- Dealing with employees or customers
- Building fancy websites
- Writing killer sales copy (or paying big bucks for writers)



I've sold *Secret Affiliate Weapon* online since 2004. The reason I've kept selling it is that, well, people love it! It's helped hundreds, if not thousands of people win their financial freedom, which is what it's all about.



At the heart of it all is understanding that passive income is the key to financial wealth. If you sweat and struggle to trade time for money—which most people do in their jobs—you'll limit your income, and make it harder than it needs to be to achieve your goals.

My product helped people ramp up to four- and five-figure profit months faster than they ever thought possible, and they did it without working themselves to death (yes,

they're getting results like you see above, which is from one of my own accounts several years ago when I put up the original *Secret Affiliate Weapon* sales page).

But I've made the decision to stop selling *Secret Affiliate Weapon* as a standalone product anymore. Why? Because of what you're reading now.

In Internet time, 2004 is ages ago. I didn't stop learning as soon as *Secret Affiliate Weapon* went on the market. I kept educating myself, measuring my business and refining what I was doing. Along the way, I learned a hugely important lesson...affiliate marketing is about MUCH more than ClickBank.

Affiliate marketing is really about promoting *anything* you didn't create yourself. That's the beauty of it. You can promote somebody else's product and pocket mouthwatering commissions regardless of the source of the product. That could mean:

- ClickBank products (this is still a great profit source)
- Products sold by individual marketers independently
- Membership programs
- Physical products
- And more

So it was time for an update. I took everything that was great about *Secret Affiliate Weapon* and rolled it into the new version, which is even more powerful than the previous iteration (which I'm now called *Secret Affiliate Weapon 1.0*, and it's still great).

The difference is, I've added lessons I've learned for the past several years, and I've expanded the material to talk more generally about making passive income as an affiliate, whether you're promoting ClickBank products or not.

The new version you just bought is *Secret Affiliate Weapon 2.0: Passive Income Secrets*, obviously. I know you're going to love it. If you'll use it, you'll see just why I love affiliate marketing so much. It's probably the most powerful Internet business model I've ever seen, and it's not going away.

Okay, let's dive right in.

Ewen Chia

Three Things Your Business Must Do For You

In one sense, starting a business is easy. By that I mean the mechanical steps you'd need to take to go into business aren't hard to understand.

Let's say you want to sell golf equipment. It's easy to do. Find a supplier for your inventory, stock up, rent some retail space, put a sign on the door and open for business.

It's the same process for selling just about anything.

But ask yourself some questions:

Do you want to mess with physical inventory?

What are the downsides of renting space and stocking shelves?

How much money do you need to start up your business?

What monthly cash flow do you need to break even and keep the doors open?

That kind of planning is the hard part of starting a business. After seeing lots of offline and online businesses fail, I can say most flop because the owners plan poorly. There are two reasons they plan poorly:

They either lack the discipline to think about the critically important issues, or

They pick business models that are simply hard to be successful with, no matter how smart they are or how hard they try

So let me simplify it for you, and make it quite simple to plan. There are three things your business absolutely *must* do for you. If it does these three things, you'll reduce your risk, make planning easier and skyrocket your chances for success.

Business Goal 1: Your Business Must Work For You

I don't mean the business has to function. I mean it has to work on your behalf.

Most people completely miss this. They end up working for their business. The difference is profound.

You must approach your new business with the mindset of a smart business owner. If you do, you will quickly realize that you should not be working day in, day out. That represents time that is being used inefficiently, and no successful business does that.

You should not be wasting your time working. What you want is a business where other people are doing the work, and making money for themselves and for you.

Why not go out and take on half a dozen employees? After all, that would help alleviate the unemployment problem at the same time. It seems like this would be a win-win situation.

The problem with this is that as soon as you employ other people, you are taking on a whole new heap of headaches as well as additional expenses that will drain the profitability of your operation.

Having run labor intensive business operations in the past, I know for a certainty that doing so is *definitely* not the way to live a calm, relaxed and enjoyable life!

You do not need employees and the headaches that they always bring with them. On the contrary, what you do need is ten people, then a hundred people, then a thousand people, all of whom are giving a small percentage of their income to you on a monthly basis entirely voluntarily.

These people are not your employees, and you are in no way responsible for their financial welfare or handling the problems of their lives. They work for themselves.

However, because you set them up in their own business and showed them how to make that business profitable, they too have been able to secure their long-term future. In return for your efforts, you are rewarded with a monthly income that is generated for you by other people.

In other words, you have created an income stream that is completely **passive** and **residual**, in that it will keep coming in month after month irrespective of what you do.

This is the first vital factor to understand. Your business must generate a passive, residual income whether you decide to work or not.

Business Goal 2: Low Risk

Starting a bricks and mortar business is almost always high risk. There's serious money on the line. You probably have to get a loan from a bank to open your doors. There's monthly pressure to keep the lights on.

That's a hard path to take.

I'm going to recommend that you take a different path. You've probably already guessed it by now.

I recommend using the Internet as your primary marketing and recruiting resource to build a business that generates passive, residual income for you whether you're working on the business or not.

The reason I recommend this approach is simple—it's the lowest risk, highest reward business channel I've ever seen. There are two reasons for that.

First, you can start a business for very low cost. If you go about it the right way, you can start without having your own product at all, so forget about stocking shelves (even if they're digital shelves).

All of that means your risk is remarkably low versus starting any offline business you can think of.

Second, using the Internet as your primary business channel opens the world's markets to you. That's going to become increasingly important as the global economy changes within the next few years.

There are hundreds of thousands of decent, hard-working people who are trying to make a few extra dollars every week presenting Herbal Life or Amway products to family members, colleagues and friends in the traditional way.

They are going to meetings, learning how to approach potential new 'converts', spending money on the products that they need to buy every month to be a member of the program, paying for newspaper advertising and so on.

I am not saying that there is anything intrinsically wrong with going about things in this way, but here's the thing...

If you live in Boise, Idaho and you pursue these traditional marketing methods, then the sum total of the marketplace is the city limits of Boise, Idaho.

How much do those "limits" limit your business? Wouldn't it be far more profitable if you could market to the whole world?

That is exactly what you can do through the power of the Internet. Instead of limiting your business to one tiny portion of the world, the net enables you to open your operation up to every single computer enabled individual on the planet.

Whether they are in Durban, Delhi or Detroit makes absolutely no difference. By using the power of the Internet, you can present your products and services to every one of these people.

As you will see, it does not actually make a great deal of difference what particular type of business or product you are promoting or working with.

Once you have learned how to harness the power of the Internet, then the world becomes your market!

This book is going to go into detail about exactly how you harness the power of the Internet to promote your business or service. Without the ability or knowledge to market your business, product or service, it does not matter how good what you are offering is, you're dead in the water before you start.

This is not to say that you should completely abandon traditional offline marketing if that is a profitable way of presenting your products or services to potential customers. After all, the money of the people of Boise is every bit as good as that of someone in Durban or Detroit.

Nevertheless, even if you decide to promote the products of the most traditional network marketing or MLM company in the market, you can no longer afford to do so on a solely local, offline basis.

The average citizen of the USA, the UK or Australia has less money in their pocket than they did a year or two ago, while the balance of global financial power is shifting eastwards to the financial powerhouses of Asia (think Japan, China and India).

These are the markets where the money is going to be made over the next several years, so you should be doing everything you can to get in there now.

After all, if you manage to create your own successful business empire, there is absolutely no reason why it cannot be passed on to your children and their children, so do not make the mistake of concentrating solely on what is going to happen in the next decade or two.

By extension, you should not focus all of your business efforts on your local neighborhood either, because it would be an equally short sighted short term strategy to do so.

If you haven't thought globally or internationally before, now is the time to start doing so.

Business Goal 3: Multiple Sources of Income

The third critical factor mentioned in the title is that you should never rely on only one source of income.

Have you ever heard the old saying that you shouldn't put all of your eggs in one basket? The same is true for business.

No matter how good your products are, it is always possible that a competitor will come up with something that is better tomorrow.

As soon as that happens (and in almost every marketplace or business, it does happen eventually) your market share and profitability will inevitably begin to dwindle.

The smarter approach is to have multiple streams of income that can keep your income coming in, and your wealth growing, when a single income source hits a rough spot or disappears entirely.

That's yet another reason why the Internet is a smart choice for building your business—it makes it easy, cheap and quick to set up multiple income streams.

But I want you to be very careful here.

The Internet makes things much easier, without question, but don't take that too far. Here's something to remember...

This Takes Work Up Front

To many newcomers to online business or marketing, the whole idea of running an Internet based business can often seem to be mysterious or perhaps in some way exotic or revolutionary.

However, online business is exactly the same as business in the “real world” of bricks and mortar-based commerce.

If you decide that you want to launch an online business selling your own brand of natural herbal soap, then that soap is still soap irrespective of the fact that you are selling it online.

The only difference is, whereas in the past you might have opened up a soap store in your local high street or shopping mall, now your shop window is a website on the Internet.

So, if at this particular time you have any notion that doing business online is any substantive way different from doing business in the real world, get the idea out of your head. If you understand that online business is exactly the same as offline business, it automatically becomes much easier to appreciate that the demands of online business are the same as they are in the real world.

First and foremost amongst those demands is that whatever you get out of your business is always in direct proportion to the effort you put in.

In particular, the amount of planning and work that you put in to your business at the beginning will dictate how much passive income you enjoy every month in a year, two years or even ten years time.

There is no point in trying to hide the fact that, at least in the beginning, a large responsibility for making your business fly will fall on your shoulders.

But that doesn't mean it's hopeless. Far from it. In fact, I'd say there are only three simple steps to take.

Step 1: Choose Your Business Model

It is all very well saying that you want to generate a passive, residual income every month, but as you go through this course you will appreciate that there are quite a few different passive income generating options for you to consider.

It is going to pay you in the long run to have several passive income streams, all of which are sending money to your bank account every month. However, in the early days it is best to focus on just one type of passive income, concentrating on

learning as you go along and turning that particular business into a profitable enterprise, before looking to broaden your horizons a little further down the line.

Without having previous experience or well-established, time-tested systems in place, trying to run three or four businesses at exactly the same time could prove to be almost impossible in the early days.

In addition, if you spread your attention or efforts too thinly, you risk not giving enough focus and attention to each new venture that you start.

If that happens, it is hard to see how any of them can be successful.

So, choose your business model, take as long and make as much effort as is necessary to turn it into a success story, and then start to look at getting into other businesses or promoting different products.

Step 2: Tell The World You're Open For Business

Once you have made your initial decision on the kind of passive income generating business you want to build, the next thing you need to do is to put into place a system for telling people about your business and products.

You must understand this from the beginning. It is irrelevant what kind of business you are running, because even if you were in the enviable position of offering the best product in the world, you're still not going to make any money if you do not have an appropriate marketing system to tell people about it.

Putting it another way, you could be giving away a free Ferrari F430 with every \$2.99 widget you sell, and you are still going to have a showroom overflowing with Ferraris at the end of the month if no-one ever gets to hear about your amazing offer.

This may be a ridiculous example, but it illustrates the mistake that hundreds of new online marketers make every day.

They get a tremendous idea for a fantastic new product or service, and decide that it is a perfect product to sell to the global community via the internet.

After all (they reason), everyone uses green widgets, so all they need to do is build a website for their new, improved green widget and they will be a millionaire within a year because of their genius.

They build a website, then they tweak, adjust and modify it for months on end, adding every bell and whistle known to the Internet community until, several months later, they are finally satisfied that they have a perfect website to match their perfect product.

Fully prepared for immediate and richly deserved success, they sit back and wait for the millions of visitors who they *know* are going to swamp their website to buy green widgets by the truckload.

And they wait...

And they continue to wait...

And finally, after three or four months of having one or two accidental visitors to their site every day, they decide that the world is not ready for such an advanced product yet, that marketing online is a “stupid idea anyway,” and that their genius would be far better applied elsewhere.

Their online marketing career ends before it even got off the ground, because they got their priorities completely wrong.

No matter how ridiculous or exaggerated this scenario might appear, something not very far detached from this happens to someone, somewhere every day.

It really does not have to be this way as long as you keep two ideas in mind.

First, the website that you use to promote your product or service has to look reasonably professional and must provide your potential customer with all of the information that they need about your product or service, but it does not need to be perfect in the beginning.

It is far more effective to launch your website when it is 75-80% of the way toward what you ultimately want, than it is to wait until it's perfect. In this way, your “store” is open to the world and ready to do business, even though you are not 100% happy with your store yet.

Doing things in this way gives you the opportunity to start generating an income while allowing you time to make the necessary modifications to your site as you go along. Indeed, by starting to generate income from your site sooner rather than later, you may be able to put enough cash in the bank to pay someone else to finish your site for you in a far more professional way than you would have ever been capable of doing yourself.

Add this to the widely accepted online business truth that no website owner is *ever* completely satisfied with their website, and you can appreciate the folly of not getting your site live as quickly as possible.

Second, visitors will not come to your website simply because it's there. You may see one or two stray visitors who managed to find your site completely by accident, but visitors of this nature are not going to buy your product or service anyway.

You need to put in place a marketing and promotional system that will drive targeted visitors to your site in ever-increasing numbers.

That is, you have to build a traffic (i.e. site visitor) generation empire that sends more and more people who are already interested in getting further information about green widgets, to your green widget website.

If the visitors who come to your site are interested in golf or bell ringing, the chances of them buying green widgets from your site are almost zero, so such visitors have very little value. Even people who are seeking information about blue or red widgets may not be of any great use to your green widget business.

What you are looking for are people who are enthusiastic about green widgets, the kind of people who will pay for information about their favorite subject matter, or buy the product itself. Therefore, all of your marketing or promotional efforts must be focused on finding these people before sending them to your website.

You have to create a targeted traffic generation marketing campaign. Because your objective is to generate a passive, residual income, your initial objective must be to create a marketing machine that will ultimately send visitors to your website on autopilot.

Another notable similarity between running an online business and one that operates in the local retail district is best summed up by the old cliché that there is no such thing as a free lunch.

In this book, I will recommend several marketing strategies and systems that you should use to start building your marketing system that do not cost any money.

This is exactly as it should be, because wherever possible, you should try to avoid spending any more money than is absolutely necessary until you are generating enough income to cover your expenses.

Nevertheless, even when you are using “free” marketing strategies, there is a price to be paid in terms of the time and effort that you will need to put if you are to guarantee your long-term success.

This is where the work element comes in when launching your passive income business. In the same way that you would if you were launching a business in the real world, you have to do whatever initial legwork is necessary to put that business in a position where the only question about its ultimate success is when it is going to happen, rather than if it will.

Step 3: Maintain The Right Attitude

This training manual is designed to be nothing less than a complete A-Z of setting up and running a successful passive income generating business.

However, it does not matter how much information I give you or how many invaluable tools and resources you have available, success will ultimately come down to your own efforts. If you do not apply what you learn in this training, then there is no way that you're going to be successful, irrespective of how much I push and prod you.

It's therefore imperative that you adopt a professional, businesslike attitude and approach to this venture from the very beginning.

Once again, as you would if you are establishing a brand new business in the high street, you must be determined to succeed, devoted to doing so, tenacious, hard-working, and willing to do whatever it takes to get your new enterprise off the ground.

This should not be that hard to do. The bottom line is, you are doing this for the future wealth, health and happiness of your loved ones and for you yourself, so if you do not adopt the right attitude to this project, it is a little difficult to see how anything will ever succeed.

The final thing that you must remember is that, even though you're running your business through the most impersonal medium of communication imaginable, every one of your customers and affiliates, every website visitor who sends a question or query, every prospect that you send an email to, is still a real, warm blooded human being.

Despite the fact that you are running a business where every single bit of information is going to be converted into bytes and transmitted electronically, that does not alter the fact that the recipient of that information is every bit as human as you are.

They too are susceptible to good days and bad days, they have their likes and dislikes and sometimes they will complain.

All you can do from the beginning is take on board and never forget the fact that you are dealing with people, and people (i.e. your customers, prospects, and affiliates or downline members) want to deal with people they like.

It is absolutely essential that you are as friendly as is possible in an online environment to everyone you encounter in your business. You must be approachable, willing to help people, and more than anything else, you must never lose sight of the fact that your business is nothing without customers, prospects and others who are generating your passive income for you.

All that being said, look on the bright side.

These people are never going to come to your office to berate you for poor service, because you do not have an office. They are never going to come into

your store to complain that your bread is stale or the coffee you sold them is tasteless, because you do not have such a store.

Working on the Internet does provide a barrier against some of the worst downsides of dealing with people on a face-to-face basis, but do not ever be tempted to hide behind that barrier, because as soon as you do, your business is on the road to failure.

With that in mind, let's talk about choosing your business.

Choosing Your Business

Having run teams of salespeople in many different businesses and many different countries over the years, I can tell you for a fact that it is always the people who have the most interest and belief in the products or service that they are promoting who are the most successful.

This is because when you truly believe in your product and the benefits that it will bring, you become almost evangelical in your efforts to ensure that as many people as possible are able to enjoy the benefits of what you have to offer.

You do everything you can to learn as much as possible about your product and how it benefits people, because you know that by doing so, you will be able to convince ever-increasing numbers of people of those benefits as well.

Over time, you are going to become increasingly successful. You gradually stop being a salesperson, and start becoming an adviser.

Customers and potential customers begin to trust and listen to your advice, and act accordingly. You are now a welcome and trusted adviser, and you are considerably more successful as a direct result of this sea-change.

Think about this when you are considering what specific type of passive, residual income generating business you want to launch. Understand that the more your business can be something that you can really enjoy doing, the better at it you will become. Your enjoyment and satisfaction will ultimately be reflected in the income that you generate.

There is no point in starting any business that you know has little interest for you from the beginning, simply because that business seems to have the greatest profit potential.

That is absolutely the wrong way to approach this, because if you have no interest from the beginning, there is no way that you are ever going to give the business the time and attention that it must have to be successful.

As you read through the following chapters, you will encounter some business ideas that are entirely new to you, and when you do so, ask yourself whether you can really see that particular business model as one that you can get excited about every day.

Is it a business that you still see yourself happily running in five or ten years time? If not, then it makes more sense to consider doing something different that is more to your liking. If you enjoy what you are doing, it is inevitable that you will do it better, and at the end of the day, that enjoyment translates into a bigger bank balance.

At some point (either now or after you've completed this course, it does not really matter which), you have to decide what kind of business you would be happy to run, and only you can decide that, so be sure to give some thought to the question.

The first thing to do before setting up your own passive or residual income generating business is to decide what particular format of business you want to start.

In the next four modules, I'm going to walk you through two primary different types of passive income businesses, and add a couple more "extra" ones that can add to your profits. Within each blueprint you'll have several options, and within some of these options there will be further choices to be made.

Where there is such a choice available, I would advise that you go with the option that is most closely matched to your current skills level.

In some cases, money (in terms of what needs to be invested or spent) might also come into it.

Regardless, though, remember that there isn't one "right" type of business. My experience tells me there are types that work better than others, and that's what really counts. I'm going to show you two types that work very well for me. You have to decide which one (if either one) you'll pursue.

You're in control.

Let us move on to Module 2...