

# EFFICIENCY

**GET RICH WITHOUT GIVING UP YOUR LIFE**



**WALL STREET  
PLAYBOYS**

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## Introduction

Almost everyone who picks up this product is going to jump directly to the making money section of the book. Unfortunately? That will practically guarantee they will never “make it”. Before we begin below is a list of 10 basic axioms to follow if you’re serious about success.

**1) Obligations Are Now Gone:** If you are starting at ground zero, you have absolutely no obligations to anyone. This includes your best friends, your teachers and even your family if they are not going to help you succeed. Everyone encourages you to join the Peace Corps or worry about “the children” and other social matters that are now irrelevant to you. We will reiterate. All obligations for you to do anything are now gone.

It is important to note, this does not mean you will live a life without consequence, it means that you will no longer have an excuse of “obligation to someone else”. This means every action you make is going to directly impede or help your future success and the only person you get to reward or blame is yourself.

To wrap up on the obligation piece, this is not “cold hearted”. It is much more cold hearted to donate your time and help 20 people when you could have donated several hundred thousand dollars (or even millions!) that will help thousands of people instead. If Warren Buffett never became the investor he is today, billions of dollars would go to waste. By signing a giving pledge, he will do more for society by himself than thousands of workers combined. In addition, he can pay for thousands of people to pursue their own dream of working for charities. Just remember, without his donations they wouldn’t be able to work in the first place.

**2) No More Third Party Pump Up Sessions:** If you waste your time watching emotional videos about “going out there and taking the bull by the horns” we have no doubt nothing will be accomplished. These types of seminars, websites, videos, speeches etc. are all used to create a cult following. If you get 1,000+ cult followers who “feel good” from the event and one of them converts (law of large numbers) then more and more people will join the cult. It is an emotional Ponzi scheme.

Self-doubt is normal and is something you will have to learn to deal with. But. If something “pumps you up” then you’re being sold something on the back-end. Stop consuming it. Reading about the struggles of someone else will not benefit you. If you need to read stories like this... it means you’re not taking your own life seriously.

When an outrageous success story can actually impact your life emotionally it means the creator of the content is converting your nervousness into positive energy. The “sale” is simply converting deep seeded insecurity into positive pump up energy to make you buy some product that won’t actually get you anywhere.

Finally, to wrap up this point, when you’re getting into higher risk situations the only thing that will help you perform better is preparation.

Public speaking is the best example. If you are nervous before the event, practice live demonstrations in front of other people thousands of times until you can barely speak. You’ll

find that you're no longer nervous because you're prepared and don't need some army ranger yelling at you to get "hyped". The more you practice the more you are desensitized to the potential negative emotions.

99% of people fall victim to the motivation Ponzi scheme because they are never internally motivated. **It means less competition for YOU.**

**3) No Social Media, No Television:** Unless you're using social media to make money, go ahead and shut it down. Joe and Sally from college, high school or your childhood do not matter anymore. It is not harsh. If you're not where you want to be, why would you waste time following the actions of people that won't help you improve?

It doesn't make sense.

Most people are hardwired to stay "up to date" on all of their friends (Gossip, etc.). They even waste time following celebrities who make all their money because... people want to see what they are up to. By following the life of someone unrelated to you and someone who will never help you down the line, you're wasting valuable time that you should spend on yourself.

To simplify this even more, social media should \*not\* be used to keep tabs on other people. It should be used to build up a brand and sell a product. Otherwise it was a colossal waste of time that would be better spent working for minimum wage.

For television, the point is quite simple. Every single hour spent on television is lost income while you watch someone else do their job/career. It makes no sense at all. If you run the math it becomes even sadder.

Average income in the USA is \$50K, about \$25/hour. The average person spends about 3 hours a \*day\* watching television. That is 21 hours a week.

Therefore? If this time was simply spent making money, it would lead to \$27K in savings per year or a million dollars over ~36 years. The point? By simply working instead of watching TV you are practically guaranteed to be a millionaire even with no investment gains.

Before this section comes off as isolationist, let's clear up a point. Every single person who brings you up, or pushes you towards the right path, should be kept in your phone forever. **And.** If they switch to becoming time sucks where they complain about life or drag you down in any way, they no longer deserve your time.

**4) Find One Committed "Friend":** You don't need more than one. Find a single person who wants to succeed as badly as you do and make sure you keep in contact for at maximum one time per month. That is only twelve times a year (you're going to be too busy doing work).

If you can find a single person willing to give 60-80+ hours of effort per week, the chances that you both make it will be magnified. You'll likely hit different hurdles and a thirty minute conversation once a month will help jump over those issues each time.

Importantly, you should choose different industries, this makes it impossible to compete down the line. In the long-run? Your questions will cease as the issues become too specific (a good thing).

**5) Health Will Take a \*Temporary\* Hit:** This will sound contradictory to the following statement: Health is more important than wealth. That statement is still true.

The point of this bullet is that you have to find your own personal limits. Most people make the excuse of “needing” multiple things from specific sleep schedules to leisure time. If you’re young, you get the privilege of testing how far your body can go and once you actually break down (once) you’ll know exactly where the line is.

You’ll find that your body sends off specific queues when you’ve officially reached your limit and once you can recognize them, you’ll unlikely impact your health going forward. As a simple example, most will feel discombobulated when reaching their limits. They will misplace items, become disorganized and make mistakes even with simple tasks such as pouring a cup of coffee.

To reiterate the emphasis around a temporary health impact. Once you know your body’s limits you won’t “push through” as it does not end in productive work and is a clear hit to your personal health.

**6) Find Your Talents:** Most people are talented in several different areas. The difficulty? Finding out if you’ll be in the top 1-5% in the segment. Without breaking into the top 5% in your field it will be quite difficult to earn a large amount of money as income is not a standard curve (winner gets a much larger share of the spoils).

We’re keeping this bullet basic by summarizing talents in a single sentence: you have to be good enough to have \*other\* people tell you that you’re good. If you have enough potential, this will happen on its own. It does not matter if you’re interested in the item at all. If you want to succeed, becoming the best is much more important than simply doing a task that you “enjoy”.

To reiterate, as you try out different fields, you’ll only keep a list of items where \*other people\* tell you that you’re good.

**7) Learn Sales for Every Interaction:** Even if you decide that business is not for you, the skills you learn by selling will give you the toolbox necessary to live a comfortable life. While there is a negative stigma around sales, it is far and away the best skill to learn if you were to choose only one. Forget about complex mathematics, forget about hard science, if you can sell, you can transfer that skill into the most important aspects of your life: earning money online, dating, making friends and interviewing.

In short, sales is the \*most\* transferrable skill you will ever learn. Every single second you spend improving your salesmanship will give you a 100x return (our exaggerated assumption!).

**8) Focus on Scale:** You will likely need to trade time for money at a very early age in life (covered later in this book). However. All of your free time will be spent on a scalable business.

A scalable business that is worth your time has two attributes: 1) recurring income and 2) a large addressable market.

In an ideal situation, while you're learning a specific industry... you should find a niche market where you can be the expert. This will then open doors to other markets assuming you have chosen correctly.

As a basic example, if you begin designing clothing you can then move into jewelry/accessories as they are somewhat similar. If you're good at both you could move into makeup and other ancillary markets to retail. Every niche market falls into a major market and as you succeed in one niche, you can use peripheral vision to move into other sectors. (Note: this may require a completely different brand)

As a basic terrible example? You're looking at it. A book is a horrendous way to get rich because each sale is one time in nature. If one person reads your book they will not buy another copy for no reason. In addition, even if they buy a book for a friend... That friend does not need two books either. Eventually you saturate your market and there is no recurring income left! Books are not good ways to make money because they are NOT RECURRING REVENUE.

Since our readers are smarter than average... you understand why magazines were sold on a subscription basis. You had to renew every 12 months to create another sale for the company. Without new content the business model would die.

**9) Stress is Okay, Worry from Real Problems is Not:** The extreme Entrepreneurs and future billionaires will likely tell you to simply drop everything you're doing and go "all in". We take a bit of a different approach. Everyone has differing risk tolerance levels. We've found that worrying about paying your bills on time and struggling to get by usually results in too much stress that prevents your "creative juices" from flowing.

This is why we recommend a bar-bell approach. Where you build enough income to not worry on a daily basis (usually 10-20% above cost of living) then shift the remainder of your time to scaling a business and creating recurring income. In short, we assume you'll have a basic career and will spend all of your free time building a business up on the side.

We have nothing against risk loving individuals and if you're un-phased by being evicted and going through turmoil to become exceptionally wealthy we wish you the best of luck on your journey.

Our simple line is you should feel immense stress, but not enough to cause you to worry. Real problems cause people to worry which then impedes results over the long-term.

**10) No Time to Live Above Your Means:** This is why frugality is not a good strategy to get rich. The only difference between the recommendations of frugality and the recommendations here is this: frugal people spend time **\*cutting cost\***, future multi-millionaires spend time **\*creating income\***.

If you're serious about moving up, you're not going to have time to spend thousands of dollars on fancy clothing, cars and bottle service (for now). When you've got enough money to never work again, you can spend as much as you like.

While clear bullet points are easy to remember... the foundation, is simply this: we all have no one to blame but ourselves. This is why we emphasize the importance of no excuses. If someone "else" is dragging you down, you should have no qualms in deleting that person from your life forever. There is no reason to keep them even if "society tells you that you should". You only get one chance at life and you deserve to pursue each activity... baggage free.

Finally, we'll note that the name of the book is called "Efficiency" for a reason. There will be a lot of extreme ideas placed in here to save time. Many will call them crazy. We call them helpful. We have to make the most out of every single day. Why the obsession with Efficiency? We don't have much time to succeed in life and the quality of life continues to decline once we hit middle age. **There is no point in wasting our most precious resource: Time.**

**Addendum:** In summary, there is absolutely no competition for making it into the top 1%. If someone wants to be in the 1% all they have to do is follow the items above and it's practically impossible to avoid becoming a millionaire and making mid 6-figures. The reality? Competition begins at the 1% level because you fight two major headaches: 1) psychologically difficult to work as you don't need the money and 2) the people left to compete against are all top-tier. There is a "knee in the curve" and competition goes parabolic.

## Special Thank You

Before we begin, we'd like to send out a special thank you to all of our commenters. We can't thank them all however we're adding a special thank you to: "Houston Natural Gas Analyst, Nixon, OwnMyHood, RE Guy, Recent Graduate and Stealthy One Percenter" in alphabetical order.

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## Why Efficiency?

While it may seem like an odd title for a product dedicated to making money, staying in shape and becoming happy with your life in general, we think Efficiency is our only “passion”. Efficiency embodies everything from improvement in technology to happiness as a whole. People are simply trying to make better use of their time. This would be the very first lesson we would teach a young family member (our own children as well), *“Your goal in life is to operate as efficiently as possible and improve upon that qualitative metric every single year”*

## Broadening the Definition of Efficiency

We believe all physical improvement is an increase in efficiency as we’re simply making our bodies adapt to new environments. Your body learns to become more efficient when you lift heavy weights or bike several miles per day. In the end, all physical training results in an improvement in your *physical efficiency*.

Technology’s entire premise is also surrounded by efficiency. When moving from snail mail to phone calls to emails to PDFs with the ability to issue a digital signature, all of this is simply making a process more efficient. Improvements in screen quality can be viewed as an efficiency gain as we attempt to make each pixel improvement approach real life quality. Perhaps Virtual Reality will become incredibly accurate and we won’t attend stadium games for football and instead will be plugged into a high definition VR login to get closer to the action (equivalent of floor level seating). While improvements in aesthetic qualities are not improvements in efficiency, the vast majority of technology improvements result in *time efficiency*

Finally, improvement or progress is also another word for efficiency (if looked at broadly). If you go from working for someone, to working alone to paying people to do the work for you... You’re simply using your time more efficiently... Are you not? Similarly, if we look at all of your goals, they likely circle around improvements in your efficiency at XYZ task. ***Goals are nothing more than higher efficiency in a specific category.*** If we were to summarize our goals in life it could be put into two simple words: Maximize Efficiency. This is why we never set goals. Our only goal is to become “more efficient” and we would recommend choosing 1-2 items at a time instead of trying to become efficient in every single part of your life over-night. In short, your happiness in general is driven by your ability to improve your *life efficiency*.

If we look at these three broad items (we will get more granular later in this book with action steps) we find that the reverse is also true. When we try to lift a heavier weight and fail or try to win a state championship and come in second... we get upset (*physical efficiency*). When our time is wasted (flight delays, traffic jams etc.) we become upset as our time is not being used efficiently

(*time efficiency*). When we fail to improve in the categories that are important to us we become upset or frustrated as well (*life efficiency*).

## Laws of Physical Efficiency

**Law #1 - Health is Your Greatest Asset:** As we have stated numerous times in the past, your physical health is the most important asset you have. If we could, we would give away every single cent we have to become 10 years old again. You cannot get your time back and billionaires eventually become old and die as well.

**Law #2 - All Physical Decisions Compound:** Just like investing. If you don't put in the work to improve your body it will only become harder to do so as you age. Your body has an incredible ability to adapt to new environments and if you take care of your physical health at an early age you will reap the rewards for decades (just like early investing).

**Law #3 - You Will Not Improve in a Linear Fashion:** While newbies will see exponential growth when they begin, the human body is strange and will hit a plateau for large periods of time until you reach another breakthrough later on. We all know several people who stick to a new workout routine, improve and then quit once they stop seeing the easy gains. Big gains come from a lot of "nothing" followed by a stair step up followed by a lot of nothing again. Just remember. The stair step up is because of all the work you did 1 month, 1 year or even 10 years ago.

**Law #4 - Nutrition is More Like Oil Changes than Fuel:** A big mistake that many people make is assuming that "food is fuel", it isn't. Food is more like an oil change for your body to make a car analogy. Making sure the system is clean will allow the parts to operate appropriately and if we don't keep it clean the max speed will not go higher even if we burn more gasoline by pressing down on the pedal.

**Law #5 - Stress Is the Biggest Health Killer:** We've found that stress is the main reason our bodies shut down and our health deteriorates. Attempting to count every single step we take and every single calorie could very well defeat the purpose of diet and exercise all together. Take a broad stroke and simply avoid purchasing items that will be bad for you (practically anything that comes in boxed packaging) and go to the gym with a log to improve each category that is important to you.

## Laws of Time Efficiency

**Law #1 - If Nothing Can Be Done in the Present Ignore It:** This is probably the most difficult law to abide by in the entire chapter. We continue to catch ourselves thinking about

potential issues or situations while we're about to go to sleep. This is a colossal waste of time because nothing can be done and the lost sleep will make the next day more difficult. Let's look at the importance of the prior sentences. *If you or someone you care about cannot do anything in the present to impact the issues they are dealing with, they must shift their thoughts to something more beneficial.* If you are stuck in an airport due to a weather delay, there is no use in worrying about going to a gym or missing a meeting. Instead you could work on an item you planned to complete five days in the future decreasing the amount of time wasted. Again, to reiterate, if an issue is occupying your time (thoughts) decide if there is anything you can do about it and if not... move on to using your time more wisely (we wager you'll save several years of your life if you can do this seamlessly).

**Law #2 - Build the Foundation Before Worrying About Details:** For every piece of your life, you want to put the major items up first before spending valuable time on the details. Don't worry about sales funnels if you don't even have a quality product to sell yet. Don't worry about calorie counting if your refrigerator is stocked with unhealthy items. Don't worry about "over training" for your cardiovascular health if you can't run three miles yet. So on and so forth. Find the major block to put up, start there and remember that the foundation is always the most important.

**Law #3 - You Have Mastered a Task When Someone Else Does it for You:** Unless you're a professional sports player, your goal is to find a way to profit off of the effort of others. This sounds cruel but this is the reality of every single business. They pay you an hourly wage or a salary in exchange for your time... *And they would not pay you that amount unless you generated a profit for them.* We're not going to go through every single major corporation and listen to nay-sayers talk about "one employee who does nothing" because that is simply called inefficiency in the system. If the Company is not making money off of its employees, there is no net income, cash flow goes negative and the Company goes bankrupt as it bleeds more and more cash. There is no doubt about it. The goal of a Company is to pay you the lowest amount possible to increase its bottom line profit.

**Law #4 - Overachievement is Also Wasted Time:** Given that our blog attracts a lot of overachievers, we think many will also recognize the damaging effects of overkill. It is incredibly inefficient to beat a dead horse when no more value can be extracted. As an example, if you score a 90% on a test and the person who receives a 100% obtains the same grade (an A) there is absolutely no point in trying to go to 100%. You should focus your efforts on another test and if 90% is achieved in each one, *then move on.* The same philosophy applies to business as well. If a specific demographic is no longer giving you the appropriate return on investment, you start looking for a new demographic, create a new product and adjust your strategy. Spinning wheels is a common problem and it will kill both your time and bank account very quickly.

**Law #5 - Up Or Out Relationships:** Take a good look at everyone you talk to on a daily basis and ask if they are moving up. If they are not? You should move them out of your life. Take a good look at each contact and make this decision. If the person is making clear mistakes then there is no reason to keep them around. This sounds “brutal” but it’s the reality. People who have friends that stagnate for several years in a row will also stagnate themselves. As you improve in life you’ll find that new groups will accept you as you move up the ladder. It is human nature for successful people to want to be surrounded by similar successful people.

## Laws of Life Efficiency

**Law #1 - Every Decision Compounds at 20%:** Okay we made up the number 20%. The point remains. Every decision we make will compound at a 20% rate every single year for the rest of our lives. No one will make all of the right decisions 365 days per year, but, we find that smart decisions usually compound into more smart decisions based on a decreasing number of mistakes. Your mental health, your physical health and your net worth is going to grow at a rate comparable to decisions you made last year and the year before last (so on and so forth).

**Law #2 - Make the Majority of Decisions Fast to Make Mistakes Early:** This may appear to be inefficient and we would agree with that assessment at first glance. The reality is that over the course of 10 years if we learn to make smart decisions quickly we will become significantly more valuable over the long-term. While the intensity of the prior paragraphs may cause people to become paralyzed, the second rule of life efficiency should be remembered. By making decisions fast and on our own we can train our brains to create a decision making filter based on the premises outlined above. Unless the decision will be life changing (rare items such as the decision to attend college, new career to take, deciding to have a family etc.) we should train our own instincts because it is a real and learnable skill. Good instincts will help you in the future as you develop “*on your feet problem solving skills*” as the suits will tell you and it will prevent you from becoming a bottle neck in any organization. If you can’t develop good instincts you can never lead.

**Law #3 - The Best Way to Learn is to Take Action:** Every single chapter (including this one) will end with specific ways to take action because all other information is utterly worthless. Snapple facts, motivational stories and reading are not going to help you unless you can learn something to *\*apply\** in your day to day life. Once you apply the information by taking action, you’ll also find out if you’re good at the task... which is the only learning that you should care about. If you learn to kick a soccer ball correctly but have trouble running for more than 5 minutes straight, you’ve likely applied useless information that won’t help you in the future. If you learn how to play the violin and find that your natural talents are 2-3 years ahead of the peer group, you’ve “learned” that you may have a tangible skill here as you’re far ahead of the group.

At the end of the day, until information is applied it has no value. If you do not have the \*potential\* to reach the top 10% (at minimum) in the new task you've decided to try, it should be dropped.

**Law #4 - Emotional Instability is a Major Cause of Inefficiency:** Becoming attached to a task that is clearly marching toward a dead end is going to kill months of your valuable time. In addition, becoming frantic or stressed out will also reduce your ability to perform an important task. Finally, talking to someone about the "problem" you have to "get it off your chest" is just a cute way to waste time as well. In short, anything that disrupts your decision making funnel in a negative way (many things can) are going to reduce efficiency and reduce your overall physical health, financial health and life efficiency ratios.

**Law #5 - Efficiency is an Art, Not a Mathematical Formula:** At the end of the day, improving efficiency is more of an art than a mathematical formula. Think about efficiency as a blend of the two with you being the formula creator based on your experience and talents. Yes a lot of the tasks will come down to more of a methodical mathematical approach, but the bread and butter to decision making will be an art as you adjust to an ever changing reality. In twenty years technology will kill certain avenues for wealth while creating new ones and our job is to adjust now (before it is too late).

### Abilities and Facts

One of the biggest issues with success in the United States is the difference between what we call "Abilities vs. Facts" comparisons. While you can become a multi-millionaire by following the facts of life to a T, living beyond this level requires you to take advantage of your innate abilities.

While we agree with the premise that individuals should assume that they can improve in any skill set (they can) ignoring natural abilities is also an enormous mistake. We cannot ignore the fact that every individual person will have a specific set of natural talents. This is reality. If everyone could run a 100m dash in 9.5 seconds or throw a fastball at 100+ mph, there would be no value in the ability. The same concept is applicable to every single monetizable skill from playing an instrument to creating the next Google.

Instead our view takes a structured approach to success and requires the reader to find his unique set of skills. It bears repeating. By following the facts alone everyone will have the "blueprint" to a million bucks. Approximately 97% of people will ignore the facts (~3% of the USA are millionaire households)... this means you'll have practically no competition to your first million. This product focuses primarily on facts given that we don't know your abilities.

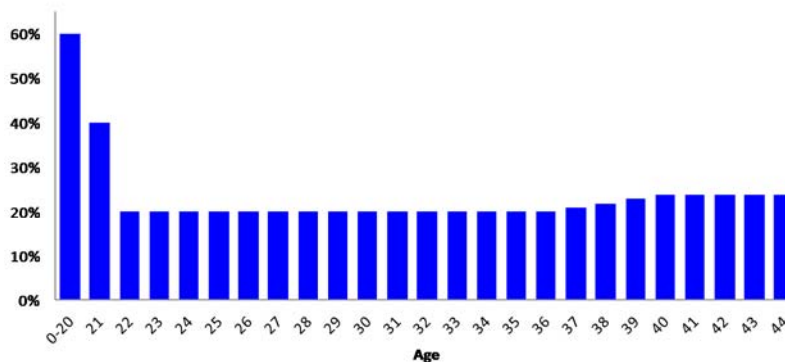


### Big Picture Overview

- 1) You are obligated to no one. This means other people's expectations cannot be used as an excuse and you should not feel bad about ignoring their demands. The only person in charge of your life is you. Not your friends or family, only you
- 2) Long-term this is the best situation for everyone you care about. If you're successful you can personally impact more lives over time
- 3) Motivation is internal and if someone gives you a motivational "pump up session" you should be **\*offended\***
- 4) Over the Long-term you will NOT trade time for Money. Under no circumstances.
- 5) In about 10-years you shouldn't have to work for a living. This is not a goal but a consequence of all your effort made from life choices

### The Big Three: Where to Focus Over Time

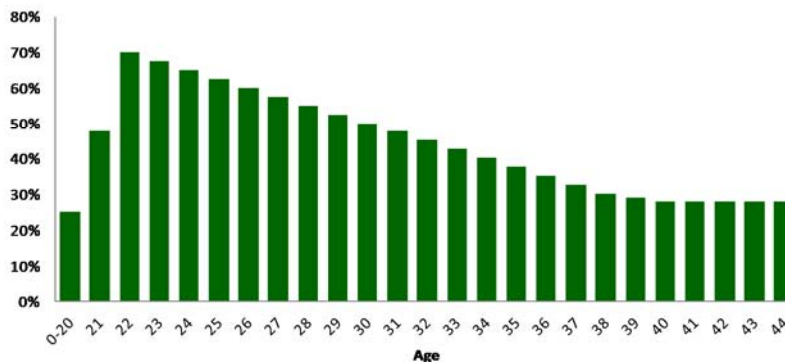
#### Time Spent on Health



#### Key Points:

- 1) You should be in shape by 21
- 2) Your body will have the right tools to stay in shape so maintaining ~20% of free time to fitness activities will be enough
- 3) By age 35 your body begins to degrade and it makes sense to dedicate more time to your health
- 4) Unless health issues arise there is no need to dedicate more than ~24% of free time to health items
- 5) If you don't start early it's a massive uphill battle

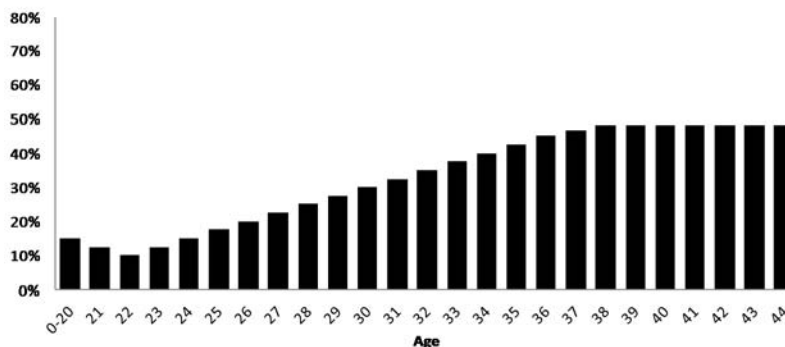
#### Time Spent on Obtaining Money



#### Key Points:

- 1) In your 20s you should focus on building up your cash flow (compounding)
- 2) To keep yourself motivated you'll actually decrease time spent chasing \$\$\$
- 3) We've estimated that about 30% of free time needs to be allocated to work, this prevents cash flow decay in later years
- 4) Time focused on earning should decline if you're creating recurring income sources
- 5) Just like health, if you don't start early you're playing catch up and are against the clock

#### Time Spent on Personal Life



#### Key Points:

- 1) Your personal life will likely take a hit in the early years
- 2) If you've made the right decisions, your reward is \*free time\* with no worries
- 3) Spending more than ~50% of a day doing as you please causes boredom (too much hedonism)
- 4) As you get older, if you decide you want a family, the last thing you want to be doing is working day and night to get by



## Physical Efficiency

This is a lot more important than it seems. Knowing your physical talents will help you adjust your entire schedule as you'll be able to "listen" to your body easier and develop the lacking portions faster (or invest in your gifted abilities). Importantly, we go beyond the basic items you can get for free on the internet such as a workout routine. Instead we combine physical efficiency with everything we do with our bodies as it impacts how you'll plan out your day, week or year.

We begin with the most obvious ideas related to physical well-being and move onto every item we use in our day to day lives that drain the most important resource we have... time.

### Talents First

It is quite easy to figure out what your general skeletal structure looks like, however, we do not know where we have natural talents. The process of finding talents in the physical realm is the easiest and is also the most important for long-term efficient living. If you're extremely thin or naturally larger, it does not tell us anything about where you'll succeed in the physical realm. If you're young this section is likely important as the United States puts an immense amount of value in physical success. Following the basic overview of efficiency, we would suggest a young person try multiple sports through age 12-14 and by this time they should know where they stand. If you're in high school by the time you hit your first growth spurt, sometime in your early teens, it will be clear if your physical efforts will lead to tangible results. Groups of sports include: power (*football, baseball, basketball and lifting*), speed (*sprinting, tennis, football, basketball*), endurance (*biking, swimming, running and soccer*), accuracy (*golf, baseball, tennis*) and balance/coordination (*soccer, basketball, hockey, gymnastics*).

The efficient model would be simple. Try a few sports with multiple overlapping skills and once you narrow down 2-3 sports where you're well above average, attempt to narrow this down to the specific skills that set you apart. This way you'll be able to use those skills to either pay for college or change your entire workout system long-term (when working long hours).

### Physical Gift Decision Tree

All we need is the correct skill (or handful of skills) where you're above average and then we move down the decision tree. The first one says if the skill can be monetized in any way... if the answer is no then jump straight to the next section. If the answer is yes then we'll outline how to know when to pull the trigger (I.E. move on or continue with pursuing your talents).

- **Hurdle One:** If you're lucky enough to be physically gifted in *any* sport or physical activity that can pay for your college education then you should proceed with the task. This does not mean you end up going to college (you may not) but it does tell us it is worth pursuing.

- **Hurdle Two:** If you're good enough to go into a college with your skills, you now have to ask yourself if the college is going to give you a good enough return. If you can gain entrance into a top university (*we use the Top 50 as a cutoff according National University Rankings*) then we should continue with the activity. While you may not become a professional at the activity, if it's going to allow you to either 1) enter the university or 2) pay for the whole thing, it needs to be taken seriously.

- **Hurdle Three:** You'll know if you're good enough to become a pro. In that case you should continue with the activity in an all-out effort if it will lead to a multiple six figure income (or seven figures!). If you find that you're simply excellent but not elite, there is no problem here, you'll continue with the activity. But. After a couple of years of work you'll decrease your focus and turn to a Business/Career which is the entire reason you attended College in the first place.

## No Monetization Decision Tree

The vast majority will fall in this category and there is no problem at all with this situation. Assuming you're unable to monetize your physical gifts we now have an enormous amount of information that will benefit you over the next 60+ years! You've already attempted to push your body as far as it can go and will have a much better understanding of your body than a regular person. We cannot stress this enough. Being in tune with your body will allow you to be well ahead of your peers as your entire daily, weekly and monthly schedule will change based on the answers your body gives you.

**Step One:** Now that we know where you stand in terms of physical gifts, we'll adjust your schedule. If you're typically a better power athlete and easily put on weight, you're going to spend more time doing sprints and monitoring your calorie intake. Conversely, if you're typically thin and have trouble putting on weight you'll be lifting more weight with less reps and spending less time running around the city or gym

**Step Two:** Once you've decide which category you fit into (broadly) it's time to adjust your body to fit the correct aesthetic mold. The rough guideline for looks is known as the golden ratio with the following rough metrics: Measure your wrist measured at connection point to arm.  
**Chest:** 6.57x; **Waist:** 4.57x; **Hip:** 5.57x; **Thigh:** 3.43x; **Bicep:** 2.43x; **Neck:** 2.43x; **Calves:** 2.29x; **Forearm:** 1.86x.



**Step Three:** With your ideal metrics largely in place, we suggest picking up a sport for recreational purposes. This does not need to be daily as you will simply use the commitment to make sure you're involved physically and don't decline at a rapid rate over night. You do not need to attend every game. If the sport you choose is individual that is also fine. The point is to make sure you get to the right aesthetic look (roughly) and then maintain functional strength to prevent injury.

**Step Four:** Choose two options for maintenance of your body, you'll either leave the workout to the end of the day or you'll do it at the beginning. If you have a hard time motivating yourself, then you're going to choose the morning and if you're already a gym rat, go ahead and push it into the evening giving yourself more motivation to finish all of the work you intended to do before hitting the gym.

**Step Five:** Remind yourself that the worst item for your health is **\*unnecessary\*** stress. You're going to create enough stress on your body when you go to the gym, build your career/business and deal with the punches that life throws your way. Worrying about things you cannot control or if you should eat the apple instead of the banana are completely useless. You'll lose more brain cells (and *time*) by worrying about nonsensical items which won't move the needle.

With the broad overview complete, we can now look at specific regimens.

## Work Out Regimen for Busy People

**Disclaimer:** *If your body has not fully developed (under 21 or so) you should ignore the heavy lifting advice in this book. Replace all items with \*body weight\* exercises since you do not want to stunt your growth. We are making an assumption that the reader is fully developed and is done growing (from a physical perspective)*

We've historically provided information on training when young (21+ or so). Essentially, within that age range, you can work out every single day and the idea that you'll be "over training" is largely a myth. Talk to any athlete in that age bracket and you'll see that they exercise daily. There are no "off days" because your body recovers rapidly.

The big issue is that once you start building your Career or building your business... the amount of time you have to spend in the gym or focusing on your diet decreases by a large step function. You're forced to become more efficient which is the entire point of this book!

Starting with working out, you're going to become more creative. As you are forced to travel more and as your business picks up, the training times become variable. Sometimes you only have time to get to the gym in the morning, sometimes at night and other times you're going to be thrown off entirely and are forced to skip a day. This is the real world, not a high school or

college experience where there is always a set schedule. Importantly, we're assuming you're not working a 9am-5pm job because the vast majority of careers do not have set schedules at all (typically more on call). If you're running a business you're absolutely on call.

Based on our experience, 4-6 days a week is more than enough to maintain your current physique (Specifically, you need to work out \*at least\* 4x a week, and if you want to see more sustained gains 5-6 works best). This is a critical part of the equation. If you're out of shape, you have to exercise more (5-6) and if you're in shape you can do 4x and maintain. Your body needs rest to grow and you're going to be strapped for relaxing days during the early years. 4-6x training days a week allows your body to rest more than enough.

### How To Work Out

You're going to do compound lifting exercises and sprints/functional strength. Every single workout product is essentially the same with some gimmick attached to it to make it seem "different". We're giving it all out here in a single chapter (no need to pay \$30 for some ridiculous "trick" to get fit it is all the same)

Assuming you're in shape, to decrease our time in the gym while maintaining a good build, we stick with 4 sets of 6 (as heavy as possible). We've found that doing 5 sets of 5 (25 reps) ends up eating too much time and you can shave 10-15 minutes out of the workout by doing 4 sets of 6 (24 reps only one less) without giving up any gains. Finally, if you are not in shape yet... you cannot do 4x6. 4x6 is only good for people who are already in shape and looking to maintain their set physique. If you're looking to gain or become fit stick with the standard 5x5 (same items outlined here) which will require a bit more time and slightly heavier weights. Practically all fitness ideas are gimmicks on 5x5 (the standard) because it works (Strong Lifts), the only issue we have with Strong Lifts is we've noticed that working out ~4-5x a week is necessary.

**Why Compound Lifts:** Doing isolation exercises such as one armed dumbbell curls or kick backs is a poor use of time. If you have several extra hours per week to spare, feel free to do it... But. We'd wager that most people are strapped for time (at least those that are serious about getting rich). Compound lifts hit multiple muscle groups and produce the most "bang for your buck" (i.e. Efficient use of YOUR valuable time!)

With time being our most valuable asset with a "goal" of sustaining muscle mass, we're going to stick to legs, back, chest and sprints/body weight exercises. Again, if you're trying to gain. You're going to have to do 5-6 days of a similar routine with 5 reps of 5 sets.

**How to Plan Out a Week:** Generally speaking Saturday and Sunday are the best two days to go "back to back" while Monday and Wednesday are better rest days. If you're working a career or

running a business you'll find that Monday's are generally more chaotic. People shop at work (if you're in online sales) so you get more traction there when compared to a Friday or Saturday when people are rushing out early to go home (or drinking/killing brain cells).

**Basic Warm Up:** Since we're focused on keeping the workout to about an hour, we recommend doing a 10 minute warm up. We prefer a standard warmup with 5 minutes at 7 minutes per mile pace, followed by two 30 second interval "sprints" at 80% max speed. Then a few mobility exercises (active stretching) for any piece that feels uncomfortable. Your heart rate will be up, you've started a small sweat and you're good to go.

*Note: if you're over the age of 30 or so, you'll want to stick to a bike, no running. Do intervals on a bike at high speeds to avoid constant impact. Take all the "sprinting" items and replace with bike sprinting.*

### **Legs:**

The two main lifts are Squats and Deadlifts. You want to include \*at least\* two of these primary exercises for all Leg Days (we typically do both in the same day).

**Deadlifts:** The first set is done with an overhand grip (like a pullup) with a lower amount of weight to get warmed up (only one set of 8 reps). As a quick note, we prefer doing the warmup set with straight legs (no bend) to make sure lifting form is perfect before starting the routine.

Deadlifts need to be done with a heavy amount of weight (5x5) with a mixed grip (one overhand, one underhand, heels shoulders-width apart) and importantly... do not wear shoes. The vast majority of people know this, but absolutely do not wear shoes while doing a deadlift. In addition, if you did regular deadlifts in week one, switch to wide grip the next time you do them (typically will do them with an overhand grip)

**Keep it Simple:** All deadlifts start with a warm up of straight legged deadlifts (one set of 8 that does not count). No shoes. Five sets of Five reps with one minute rest. Alternate between normal dead lifts and wide grip dead lifts.

**Squats:** The style of squat has more variations, we stick with the standard 1) Back Squat, 2) Front Squat and 3) Jefferson Squat.

**Back Squat:** Stand roughly shoulders width apart, load the rack, dip under the bar and place the bar on your upper back (overhand grip), squat down and break parallel (lower back must remain neutral) come back up locking hips and knees when done. If you're having trouble with your lower back, you can suck in your stomach on the way down, this is a common trick to make sure your core is stable.

**Front Squat:** The difference here is that the bar rests on your shoulders and you hold it with a “clean grip” which means your fingers are underneath the bar (palms face upward/towards your face, elbow and shoulder are in-line). Same story. You break parallel and come back up using the same stomach sucking in dynamic if your form is weak.

**Jefferson Squats:** To make sure you’re going all the way down (breaking parallel) when doing squats we incorporate Jefferson squats into the routine. This squat requires you to start at the bottom as you straddle the bar bell (resting on the floor) with one leg slightly in front and one leg slightly back (mixed grip again). We recommend Kai Greene as a great example of squat technique. Secondly, each time you finish a set, change which foot is in front (if you started with the right, use the left during the second set).

**Chest:** This is the easiest one to explain since there are really only four different exercises. 1) Incline Bench, 2) Decline Bench, 3) Flat Bench and 4) Dumbbell Bench. For chest exercises we recommend asking someone to spot you at all times. Don’t be one of those crazy people who bench presses without collars. Instead, use it as an opportunity to become friends with someone at the gym (you get to be a tad social and don’t have to worry about the weights moving around). In addition, if you’re lifting heavy, you’ll have a higher likelihood of “struggling” on a few reps which would make the weights fall off without collars (spotters are your friends!). The last benefit? With a spotter you can typically crank out a few more reps than usual.

The key is to mix up which exercises you do first. If you started with a flat bench, the next time you should go with the decline bench. If you started with Declines, then start with inclines the next time you’re at the gym.

You can also mix up the grip as well. Do wide grip bench then switch to close grip the next time to keep your body confused.

**Bench Form:** For incline, decline and flat bench with a barbell it is quite simple, you slide underneath with your eyes below the bar and place your ring fingers on the ring marks (*“ring on ring”*). This is a standard grip, lift the bar off the rack, take a deep breath and lower the bar all the way until it touches your chest (do not bounce it off your chest to create momentum). Press the bar up to full extension. Repeat.

**Dumbbell Bench:** The only reason to call this out is to emphasize that you’re trying to keep tension at all times in the motion. This means you’re going start with two dumbbells (90 degree angle) raise them close to touching and immediately begin going back down to that 90 degree angle. Move slowly and never allow your body to “relax”. Relaxing would occur if you 1) go to 90 degrees and stop, 2) if you allow them to touch or 3) if you fully extend your arms.

**Back:** Behind legs, this is the second best group for compound exercises. The primary exercises are 1) bent over row, 2) rack pulls, 3) T-bar row and 4) dumbbell rows. Since we're not trying to get injured here, do not do crazy things such as heavy weights behind your neck or lat-pulldowns that end behind your neck. Just not worth it.

**Bent Over Row:** Grab a barbell with overhand grip bending slightly at the waist (back should almost be parallel with the bar). Do not move your torso and pull the bar to just below your rib cage (using back muscles, arms hold the weight). Once there slowly lower it back to the original starting position.

**Rack Pulls:** These are the most fun if done properly. Go to a rack and set the bar just below the knees or roughly in-line. Grab the bar with the mixed grip like a dead lift and fully extend your hips and knees to lift the weight. You can add a *slight* back arch to make sure you've done the full movement (slowly return the weight back to the starting position, *do not slam it back onto the rack!*). You'll be doing very heavy weights here.

**T-Bar Row:** This is another standard back workout. Most gyms have a "landmine" somewhere in the gym to place a barbell (otherwise you'll have to use a corner and wrap the end with a towel). Load one end of the bar (not the stable side with the towel or in the landmine) with weights. Take a wider stance (more than shoulders width) and straddle the bar. Pull the weight all the way up to your lower chest (touch briefly without bouncing it off your chest) and then lower it back to full extension.

**Dumbbell Row:** This is essentially the bent-over row using a dumbbell and a bench. This is a great one to do in hotels if you're on the road as most hotels usually have a set of dumbbells (*this is the only exercise we recommend where you use one arm motions*). If you're starting with your right arm, then you place your left knee on the bench along with your left hand towards the top of the bench. Your right leg is stable on the floor and your back is 100% parallel with the bench. Lift the weight in your right hand until your elbow is a tad behind you. Similar to the dumbbell bench, avoid stopping and resting and make the motion slow and continuous.

### **Sprints and Functional Strength:**

While we're typically doing some light cardio before each workout, here we're dedicating a section to "functional strength". If we sit in the gym continuously lifting heavy things your body starts to feel exhausted. Here are the key items to mix into your schedule after doing the main 10 exercises listed above

**40 second sprints:** Do a quick search on lactic acid builds and aerobic vs anaerobic systems and you'll find that 40 seconds is around the sweet spot. You'll feel terrible running at 90% speed for

40 seconds multiple times in a row (40-60 seconds rest in-between). The idea is to warm up for about 10 minutes at 7 minutes per mile speed. Stretch out any kinks you notice (briefly), then get to 8 sets of 40 second sprints at 90% max speed.

**Power Cleans:** These can be used as a “full body workout” but we use them as functional strength since they require a good amount of coordination. Your feet are slightly wider than shoulders width apart (bar ~1-2 inches in front of shins), squat down grabbing the bar with an overhand grip, pull the bar by extending the hips keeping elbows extended. Then as the bar passes your knees you push your hips forward quickly allowing you to get underneath the bar (bar will be on your shoulders with knees slightly bent). Then you raise up to a full standing position.

**Pull-ups, Chin-ups, Pushups and Sit-ups:** When doing body weight exercises you don’t need any real rest. You can crank out a set of 10 pull ups. Stop for 15-20 seconds and do some sit ups. After 20 or so sit ups, take 15-20 seconds off and do 25 pushups. We’ll call that “one set”. After a set rest for about 90 seconds and do it again. Try to do about 3 sets. For people who are serious about staying in shape get in the habit of doing pushups, sit-ups and pullups when you’re walking around the apartment/house. Before you take a shower drop and do a few pushups/sit ups, as you’re packing your bags for the airport crank out a few pullups, so on and so forth. Feel free to google different types of pushups/sit-ups and mix it up.

**Barbell Curls and Skull Crushers:** All arm training is essentially functional (assuming your proportions are ideal). You likely don’t even need to do them, but if you must add a section for Arms you’ll be doing barbell curls and skull crushers. Don’t do dumbbell curls or any isolation single arm motions (too much time is wasted with minimal results, in other words dramatically *inefficient*).

**Band Training:** Instead of doing all out sprints (can easily get injured) or all out jumps, we recommend using bands instead. Bands prevent your body from going full speed (helping reduce injury) and also allows you to go “all out”. Pick up a set of K-bands which cost practically nothing, about \$50, and use them to do a few sets of all out sprints.

If you’re uninterested in doing a functional day or band training... Then participate in a team sport at least once a week that requires sprinting (mentioned at the beginning of this section). For those that prefer to do max out reps... we say good luck being injured (or taking drugs to prevent it). There is a reason why D-1 athletes and pro-sports players use bands (it gets the same result with less injury), we recommend looking at Ray Rice as a fantastic example of band training.

**Clear Workout Routine:** Below is a quick breakout of a full month example. First of all you'll notice there is no "beginner" or "expert" level. There is no such thing (again just marketing junk). You either workout properly or you don't. This is like saying there is a "beginner way" to shoot a basketball or swing a golf club. The only difference is beginners deal with soreness and usually workout a bit less because they need time to recover and see huge gains up front. "Experts" workout more for less gains. Pretty simple!

If you're in shape you're doing 4 sets of 6 and if you're trying to gain stick with the standard 5x5. Here are the "rules":

- 1) 10 minutes to warm up (run/bike/active stretching)
- 2) Every single set increases in weight meaning the last set is the heaviest, first the lightest (can act as a warm up set)
- 3) If you feel good you do an extra set, do not do 1 rep max... We're not trying to get injured so do a final set of at least 3 reps
- 4) If you feel bad try to throw in one of the functional items listed above. Or if you feel really bad (or the workout makes you too sore) stick with the "Big 12"
- 5) You must do the main legs/back/chest exercises.
- 6) You can superset to save time. This typically refers to back and chest days where you go from a bench straight to a barbell bent-over-row



28 Day Example						
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Deadlifts Back Squat Jefferson Squat Front Squat Chin-ups/Pullups	Rest Day	Bent Over Row Rack Pulls Flat Bench Decline Bench 5x Sprints	Jefferson Squat Front Squat Dumbbell Row Dumbbell Bench Barbell Curls	Rest Day	Deadlifts Back Squat Incline Bench Bent Over Row 5x Sprints	Flat Bench Power Cleans Rack Pulls T-Bar Row Skull Crushers
Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
Decline Bench Dumbbell Bench Dumbbell Row Flat Bench 5x Band Sprints	Rest Day	Back Squat Deadlifts Front Squat Power Cleans Chin-ups/Pullups	Rack Pulls T-Bar Row Bent Over Row Jefferson Squat Sit-ups	Incline Bench Flat Bench Front Squat Back Squat Decline Bench	Rest Day	Deadlifts Jefferson Squat Bent Over Row Rack Pulls 5x Band Sprints
Day 15	Day 16	Day 17	Day 18	Day 19	Day 20	Day 21
Flat Bench Incline Bench Rack Pulls T-Bar Row Dumbbell Bench	Front Squat Jefferson Squat Deadlifts Back Squat 5x Sprints	Rest Day	Rack Pulls Decline Bench Flat Bench Bent Over Row 5x Sprints	Deadlifts Back Squat Jefferson Squat Front Squat Chin-ups/Pullups	Rest Day	Bent Over Row Power Cleans Flat Bench Dumbbell Row Skull Crushers
Day 22	Day 23	Day 24	Day 25	Day 26	Day 27	Day 28
Deadlifts Back Squat Jefferson Squat Front Squat Chin-ups/Pullups	Rest Day	Bent Over Row Rack Pulls Flat Bench Decline Bench 5x Sprints	Jefferson Squat Front Squat Dumbbell Row Dumbbell Bench Barbell Curls	Rest Day	Deadlift Back Squat Incline Bench Bent Over Row 5x Sprints	Flat Bench Power Cleans Rack Pulls T-Bar Row Skull Crushers

Blue = "Big 12"

Black = Extra

#### Notes

This is only to serve as an example, you can have days that are all "blue" if you feel that is working better.

You can go back to back with muscle groups, however, we prefer to do ~3 exercises targeting the same group per day (preference)

## Maintaining a Healthy Diet for Busy People

Similar to working out, you'll need to become flexible and more **Efficient**. That said, with ~2 hours per day allocated to your overall diet, there should be no problems in maintaining the correct framework despite a chaotic schedule (notice 2 hours includes everything, including the shopping portion). Specifically, we're going to focus on eating fruits, vegetables, beans/legumes, lean protein, drinking lots of water and a few specific "hacks".

**Big Picture:** The biggest item that we've seen is this: *"if you're working out consistently you can eat as much healthy food as you like"*. Unless you're trying to achieve an elite physique past the top 10% or so, you're allowed to eat as much as you like. The key is that you're sticking to a diet that is lower in carbohydrates and does not include "cheat meals" for sugary items such as candy bars and cake. If you're working out hard for five days a week... your body will need more fuel. So... if



you're eating nothing but healthy items you won't see a negative impact by consuming when you're hungry.

**Morning:** In the morning it is best to load up on proteins. This is the exact opposite of what most people do (eating sugary stuff like cereal). Try to stick with meats, nuts and maybe some fruit. If you're really having a tough time gaining weight you can switch to more carbs vs. proteins but we would wager the vast majority will benefit from a protein based morning.

Beyond the protein aspect we would choose fruits that are acidic. We have no science to back this up only experience. In the morning, try to veer your fruit choices to lemons, limes, oranges and grapefruit. For the more acidic items like lemons/limes go ahead and squeeze them into your glass of water or add them as a light seasoning to items that you're eating for breakfast (when possible)

**Lunch:** If you're consuming protein in the morning (and perhaps some fruit as well), you'll likely be less hungry throughout the day. Lunch is typically a good time to eat slightly "less healthy". Generally speaking, faster foods typically have more carbohydrates. This is fine as long as you're continuing to exercise aggressively (5 days a week).

What type of carbohydrates are you allowed to eat if you're going to consume them? We stick with just two: brown rice and quinoa. If you live in a major city both products are extremely easy to obtain for lunch (chicken over rice for example). While there are many other options, these two are easy to get within walking distance of any major city. Finally, if someone doesn't live in a major city, buying brown rice in bulk is a much better investment than wheat bread which can expire quickly.

**Evening:** If you're eating healthy you can eat *\*almost\** as much as you like. Eating vegetables, beans/legumes, lean meats, egg whites, fish, fruits and a *small* amount of carbs (brown rice/quinoa) should create a good self-fulfilling diet. Overall, we would recommend having only one meal with carbohydrates (this would be either lunch or dinner).

**Weight Loss:** There isn't much to weight loss. You can simply avoid all carbohydrates and exercise aggressively. While we don't suggest doing this, a quick search will reveal that a zero carbohydrate diet combined with a lot of exercise will work. Since you're a reader of our blog we doubt you're in this position. That said, the "answer" to weight loss is simply zero carbohydrates, exercise and ideally going to sleep slightly hungry.

**Intermittent Fasting (IF):** If you're naturally lean you won't need to do this. If you are having a hard time losing *\*some\** fat, you can fast from dinner to lunch (we've found that ~15-16 hours of fasting is ideal). Now the important part... if you're not working out regularly yet, there is no

point in going down the IF roadmap just yet. Let your body get the newbie gains and then start making tweaks after that. Intermittent fasting is something you can incorporate in your daily life by simply skipping breakfast. It won't make you lose pounds of fat, but it will help reduce your overall percentage and keep weight off long-term.

**The Hacks:** Assuming that you're eating a largely low carbohydrate diet, here are some "hacks" to improve your overall efficiency:

- 1) **Fish Oil:** Drink it daily. The capsules just aren't the same, you'll feel the difference. At least a table spoon.
- 2) **Blueberries:** These are great for your brain. If interested in the science, google "blueberries brain cells" for more information
- 3) **Juicing Green Leafy Vegetables:** this will help increase the amount of vitamins you're taking in and also are great for combating alcohol if you decide to go on a bender. Another good idea is to have some "green super food" powder in your kitchen at all times. "Organic SuperGreens" from Dr. Axe works well.
- 4) **Lemons and Limes:** instead of drinking coffee in the morning take a "shot" of lime/lemon juice (2oz) and pour it into an 8oz glass of water and you'll wake up quickly
- 5) **Matcha Green Tea:** Has a ton of antioxidants (more than regular standard green tea) feel free to drink this every other day or so
- 6) **Coffee/Energy Drinks/Espresso:** Use these tools in specific situations. If you have a rough all-nighter coming or you're putting out fires... there is no reason not to use it. You're borrowing energy from the future, so be sure to use it *\*only\** when you've got to crank it out
- 7) **Nuts:** These are great if you're looking to gain weight and add healthy protein into your diet. We stick with almonds, brazil nuts and some cashews. If you're not looking to gain weight we prefer eating nuts in the morning as mentioned above
- 8) **Carrots/Tomatoes:** If you're looking to improve your skin beyond regular juicing, we've found that these two items help improve your overall skin tone
- 9) **Basic Vitamins:** the one item you should continue to take is Vitamin D. If you're serious about getting rich you're likely going to lack sun exposure for long periods of time. Once your schedule becomes easier, you won't need it
- 10) **Candy Bars, Cake etc.:** Haven't found a use for them. Once you start eating healthy you'll prefer fruit anyway. Sugar should be avoided (broadly) with natural sugars coming from fruit.

**Supplements?** So far we haven't seen a real need to consume a lot of supplements. We have no doubt some of them work... we just haven't seen a big change when using them. This means we have tried several supplements and did not see a big enough reward from them. The only item we recommend is listed above (Vitamin D) if you're stuck in an office or inside for the majority of the day.

In short, we're saying you don't need supplements to succeed. If something works for you, feel free to take it... That said, we haven't found one that is worth recommending at this time (yes we have tried Modafinil and 20+ different types of supplements).

**Disclaimer:** *We are not in the health profession. Therefore we have no doubt that there are many additional "tricks" that will work. Our outline is what we have used for the past decade or so after many years of changes (iterations) to our diets. If you find additional items to layer in that don't consume a lot of your time feel free to run with it!*

**Inside First Outside Second Principal:** Everything we've outlined in the physical section is built off the same "*Inside First, Outside Second*" principal. This means that the inside (your gut and your brain) are the most important pieces to the foundation. If you were to attempt to build in the reverse direction you'd likely injure yourself or build inefficiently (everything we hate). You start from the core (natural gifts) lead to the build phase and continue from there. As you can guess we can now move onto the next physical topic which is clothing and appearance maintenance.

Sure we could follow the Mark Zuckerberg model by wearing the same ugly shirt every day... then again... we doubt anyone has a goal of becoming the next Zuckerberg. Instead, we're building a life where we'll be successful in aspects beyond the almighty dollar.

### Wardrobe Efficiency

To begin, unless your body is already in the rough ideal, there is absolutely no reason to waste your money on nice clothing. This includes brand names and custom clothing. We will start at the beginning and assume your body is not where it needs to be.

**Step One:** While you're still building up your body (inside out) we suggest buying clothes with a low price point. This is somewhere around \$20 a shirt and \$30 or so for a pair of pants. If you're young and still in the building phase, no one is going to care about your Patek watch. People will either laugh at how much you wasted on it (instead of investing in something more tangible) or they will assume you're a spoiled kid. Neither benefits you. Instead of getting brand name items, stick with clothing that fits and play with different color schemes over time to create a rough list of items that look good on your skin tone. As a useful rule of thumb, practically everyone will look fine in a navy blue suit, with a white shirt. Anything in the white, blue, grey color scheme typically looks fine. Again. Start with the basics and worry about building up the foundation: your physical body.

**Step Two:** Return on investment is all we're focused on even if you're close to your ideal. Once you've reached this point we would upgrade your shoes first as they will likely see a lot of wear

and tear if you're going to have a fun social life and attend business meetings looking like a professional. Roughly speaking, a good pair of shoes cost around \$300 (basic Allen Edmonds as an example). In addition, we would then suggest you review your old pair of shoes. Decide if you have more wear and tear in a section of the shoe (typically either the toe or the heel) and install plates which cost practically nothing (\$3). Now you'll have a pair of shoes that will last \*at least\* 5 years. Your feet will unlikely change over time once you're in your early to mid-twenties so you can feel comfortable investing here first and saving money at the same time. Generally, a pair of bad shoes (\$100-150 price point) will wear down within 1-1.5 years (low quality shoes cannot be shined well and typically have horrible soles). You'll save money and look better with higher quality shoes.

**Step Three:** Now we will assume that your body is in its ideal aesthetic shape. At this point it's fine to invest in some custom made clothing. If you were spending \$20 for a tailor, it is likely costing you closer to \$40-50 because your body is not shaped like a normal person (see obesity epidemic). With this in mind you'll keep a few brands that fit your basic frame and spend a tad more on a few select items for more important events (major meetings, presentations or otherwise).

We suggest the made to measure route or the full bespoke suit route. In addition, we suggest made to measure to start since they will cost ~\$500-800. Once you're ready to go full custom, you'll have all the tools you need and won't need to ask questions about what looks good or does not look good based on your look, vibe and skin tone.

**Step Four:** Brand names command both respect and attention. This is exactly why it can become a disaster or a success for each person. For example, if a 22 year old kid with \$5K in the bank is sporting a pair of Gucci shoes, everyone who knows you personally will know you're a fraud (wrong type of attention). If you're successful and well off (*multi-millionaire is a minimum requirement here*) then you can \*use\* brand names to command attention in specific situations. Notice... this is a fine line.

You don't want to buy the item to obtain attention for superficial purposes, you buy it for an occasion where it will benefit you. If you cannot think of a situation where the benefits will outweigh the costs for you, then there is no reason to buy any brand name luxury items. Again there *\*are\** situations where buying a luxury item will repay itself back within a year or two, they are rare and when the time comes... You'll know and pull the trigger.

## Physical Time Efficiency

Now that we've covered the basic transitions of Physical Talents -> Monetization/No-Monetization -> Workout Routine -> Wardrobe... we finish with physical time efficiency. At

this point you know what type of exercises work for you, what weight you should hover between and your wardrobe is slowly being built out based on your own knowledge. Physical time efficiency refers to everything else from location to “purchasing” time by outsourcing tasks (services).

There is no formula for success here, we’ve walked through every single step to obtain the right metrics. At this point we turn it over to the reader to reduce the amount of time used to maintain your physical form. Positively, we have a laundry list of items that have helped us shave many hours out of each week, many ideas won’t work for every person.

**Step 1 - Move Your Locations:** If you’re used to a specific routine, look at every location and decide if there is a faster way to do it. If you’re typically going to the gym in the morning and grab breakfast on the way back, figure out if you can expand your locations and go to a new place. Or you can search for new locations to grab food and call in each time ~15 minutes before you leave and avoid wasting time in line. Finally, you can move your entire living situation if you find a better way to optimize your time. Remember that every minute wasted waiting for a task to be done (where you can’t be productive) is time you’ll never get back.

**Step 2 - Move Your Times:** Your calendar should be stacked on a daily basis. You’re not planning your life in broad strokes, you should have commitments that you review once a month to reorganize appropriately. If you find that you always have downtime at the end of the day where your schedule is no longer packed, review your morning routine. Can you leave one item for the end of the day and adjust your sleeping pattern? Can you respond to all personal items at the end of the day and ignore them from morning through afternoon? Make the changes.

**Step 3 - Reduce Time Spent:** Try shaving ten minutes out of every physical item you do on a daily basis. This could be the gym and this could be time spent eating. The goal is to maintain your physical look (no losses) and every **\*ten minutes shaved off will result in ~2.5 days of saved time per year\***. If you can find a way to shave an hour per day... you’ve removed a total of 15 days’ worth of wasted time. Ideas for reducing wasted time:

- If you arrive in a brand new city and are rushed for time, it may be faster to take an old school taxi instead of an uber (unlikely but has happened)
- If you are shopping for new clothes, simply take down the number of the item and order it online to avoid waiting in a line
- Auto renew all necessary items into a monthly or bi-weekly shipment reducing the need to go out for basic goods

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- While a net negative for your social life, if needed... begin ordering all meals through delivery services or ordering well ahead of time to skip all lines
- Keep a running list of the individuals you speak to on a daily basis, if the interaction is work related, attempt to reorganize the call or event to reduce the amount of time used. If possible, cut them out entirely

**Step 4 - Buy Time:** Critical to complete this step. The issue is that the return must be in excess of the money spent. If you're spending \$100 a week to have your laundry done, yet spend 10 hours a week watching Netflix... you're wasting money. If you're spending \$100 a week, but this frees up time to earn \$200... Make the move. Efficiency is an art.

- Pay for a maid once a month or twice a month
- Pay for laundry services consistently or once a month depending on your schedule
- Pay for an errand runner once a month to take care of items during a busy week
- Pay for car service if you're running an extremely tight schedule and cannot miss a beat (unlikely ever needed but many of you may become CEOs!)

To emphasize, if you're freeing up time to simply "relax more" it is probably not worth it unless you're already financially set.

## Review of Physical Efficiency

Your health is unquestionably the most important building block for your success. While it will take a beating at times when you're forced to sacrifice your health for short durations in the name of financial success... you built a strong engine to take the beating in the first place.

The process is clear we're going to 1) find you physical talents, 2) monetize your physical talents, 3) build your overall physique, 4) build your wardrobe out as your physical features improve and 5) remove every possible minute out of **YOUR LIFE** that is being wasted and will never return.

While we believe most won't read this section, they'll lose out in the long-run. Just like compound interest... physical fitness also compounds and it is excruciatingly difficult to catch up as we get older. It is better to build the foundation through an *"Inside First, Outside Second"* framework.



#### Big Picture Overview

- 1) You'll work out 5 times per week on average (four is minimum) with either 5 sets of 5 reps or 4 sets of 6 reps
- 2) For those looking to make gains you'll stick with the standard 5x5 format, for those on the run 24/7 go to the 4x6 format
- 3) Spend ~10mins to warm up (run/bike/other mobility), you'll do a total of 5 exercises per day (4 from the "Big 12" every time)
- 4) Each day starts with one of the Big 12 exercises and you will change the starting exercise as you work through a month
- 5) Every set must increase in weight, if you start at 150lbs for a set, the next set must increase in weight (~50-70 seconds rest between sets)
- 6) If you feel great, you'll do an extra set (heavy) where you can only do 3-4 reps. Maxing out isn't necessary & can cause injury
- 7) Try to avoid doing the same muscle group back to back, this way you will unlikely be sore (to the point of immobility) the next time around
- 8) If you are sore, then you simply drop the weights a tad across the board, working out when slightly sore is not a big deal
- 9) If you are injured you do not work out (injury means you see a professional). If you injure a specific body part, you can workout with the other parts
- 10) Each muscle group will take about 10 minutes (~5 minutes rest between reps and ~5 minutes of actual lifting) total ~50mins

#### Minimum Every Week

Legs	Times Per Week	Seconds Rest	Sets	Reps	Notes
Deadlifts	2x	50-70	5 Sets	5 Reps	Deadlifts are the most important in the group If you have trouble breaking parallel use Jefferson Squats Use a video for all squats when starting out Veer on the side of lower weights until form is perfect
Back Squats	2x	50-70	5 Sets	5 Reps	
Front Squats	2x	50-70	5 Sets	5 Reps	
Jefferson Squats	2x	50-70	5 Sets	5 Reps	
Back	Times Per Week	Seconds Rest	Sets	Reps	Notes
Bent Over Row	2x	50-70	5 Sets	5 Reps	Rack Pulls and Bent Over Row are the most important Dumbbell exercises are best when traveling (hotels) Wear a pair of lifting gloves if doing a standard T-bar Back exercises are only secondary to legs
Rack Pulls	2x	50-70	5 Sets	5 Reps	
T-Bar Row	1x	50-70	5 Sets	5 Reps	
Dumbbell Row	1x	50-70	5 Sets	5 Reps	
Chest	Times Per Week	Seconds Rest	Sets	Reps	Notes
Flat Bench	2x	50-70	5 Sets	5 Reps	Each time, start with flat, incline or decline If starting flat, next time starts with incline/decline Use collars/clips, get a spotter for the last few sets Dumbbell exercises are great for travelling (hotels)
Incline Bench	1x	50-70	5 Sets	5 Reps	
Decline Bench	1x	50-70	5 Sets	5 Reps	
Dumbbell Bench	1x	50-70	5 Sets	5 Reps	

#### Items to Mix In

**Power Cleans:** Barely misses the Big 12, however we would recommend at least 1 day incorporates this exercise on a weekly basis

**40 Second Sprints:** Where you do 4-8 of them with approximately 40-60 seconds rest between each sprint (90% of max speed). 1 sprint = "1 set"

**Chin-ups and Pullups:** Chin-up = under hand grip (pullup = over hand) attempt to do at least 5 reps each time you jump on a bar. 5 reps = "1 set"

**Pushups and Sit-ups:** Use a wide variety of pushups and sit-ups to increase your functional strength. 20 pushups or 20 sit-ups = "1 set"

**Barbell Curls and Skull Crushers:** Arm Training for days you're resting (standard 5x5 but for either biceps or triceps)

**Band Training:** Functional strength with bands (essentially sprinting in a gym) also done in 40 second segments. 40 seconds band running - "1 set"

**Important Note on "Sprinting":** hard impact (running) should be avoided as you get older (30s) stick with sprinting on a bike.

#### Important Notes

If you are not gaining size you'll need to eat more (particularly protein) and continue increasing the weight. Eat past feeling "full" if necessary

If you are trying to reduce weight, focus more on intermittent fasting. Try to eat more protein in the morning and look for slightly lower calorie foods

Drink a ton of water (this means more than 8 ounces per hour if possible!) water is free and great for your body

If you are not sweating you'll need to reduce the amount of rest time and speed up the workout a bit

You can use caffeine as a "supplement" but do not rely on it for every single work out. Can be used before as a boost or after to keep calories burning

Lifting partners are great, if you find someone who lifts a lot (solo as well) go ahead and offer to help so you can both psychologically help each other

Always choose injury prevention. Always use a collar and get a spotter towards the heavier weights. You will lift more knowing you won't get hurt



## Intellectual Efficiency

We do not know what type of talents you have or what type of potential you have. What we do know is that everyone is good at something. Even if you believe that you have no talents (impossible) if you're willing to put 100% effort into fine tuning the skills you're at least "decent" at, you'll eventually become talented. That's how the game works.

Talent just like willpower can actually improve and you can become more talented over time. 99% of people will not attempt to become good at anything and that alone will thin the field for you (they give up within five years). If you're worried that the vast majority of people will wake up and suddenly start working hard, we'll go ahead and guarantee you that it won't happen. This is not a motivational speech as we're explicitly stating that 99% of people are too lazy to ever find out what they are good at in the first place. It's up to you to put in the work.

Now that we know you're good at something, the key is finding that talent as fast as possible (if we don't... another upward battle begins). Instead of some ludicrous online quiz where we add up points to see if you're good at something (which is really just a measure of ego and interest in the item) we'll provide a very simple benchmark. Other people (not family and friends) must tell you you're good at it, or you must be in the top 10% in the nation at the task if it is a measurable item. Importantly, if you're extremely young (early teens) then we could loosen the percentage to top 20% since development generally lasts until our early 20s.

Importantly, it should be clear that we're implying the most important skill in life to even find your intellectual abilities is *\*will power\**. If you develop an immense amount of will power which is a skill that can be improved upon you will find a way to succeed. You can score mediocre in every single category. But. If you have immense will power, the competition will fall off a cliff shortly.

Anyone can put in the work and reach the first percentile in will power... making intelligence the most malleable item in the world.

That said, here is how we bucket the word "intelligence" into different segments given

## Predicting Actions and Sales

Predicting the actions of another person, not what they say but what they will do, is an invaluable skill that will prevail over the next 40+ years. Even as automation, data science and robotics increase over the next several years, decision making and relationships will be long-lasting. It will be difficult for a robot to sell an individual on buying a home, a Company, or an expensive B2B product given the lack of human relationship in the interaction.



The good news is that you can improve on this ability rapidly. You can go from zero skills to moderate abilities in a year. Even better news? You'll never waste a single second in improving your ability or read actions. This means the 1 year or 10 years you spend learning predictive abilities will not be wasted.

With the backdrop out of the way here are some actionable ways to improve upon your predictive abilities.

**Read Five Copywriting Books:** While this doesn't seem like an action (it isn't) we'd then force the person to find advertisements that correctly and incorrectly use the right techniques. If you're able to quickly find the errors in an advertisement we'd then move onto video analysis as well. View commercials and product demonstrations to point out both what went correct, what went wrong and most importantly **\*why\*** was it good or bad. Simply saying something is good or bad is not accurate enough... the value is in being able to fix it. Finally, if you're able to do this well, test your own thesis and create a third party sales page for the product and make a few hundred dollars a month (or substantially more) re-selling the product on a separate landing page.

**Play Lie Detection:** This is another immensely valuable skill. Being able to tell if a person's statements are true or false. Instead of running around asking a billion questions to everyone you know we suggest adding this to your daily or weekly routine. You're going to simply take a topic you know extremely well and ask a person (friend or new acquaintance) *"Hey I don't know anything about XXX can you tell me about it?"* Then see how long it takes for them to start making up information. You'll find that people do not want to admit to being wrong (everyone's a genius) so you can build a rolodex of facial and body reactions when they go into "making up information" mode. If you're good at picking up on the "tells" then we know you'll be excellent in predictive work.

**Hand Out Harmful Personal Information:** No, we don't mean you go out and give bad advice, instead you are finding out if you can trust person X. This means you take one piece of information that would be "bad" if people knew about it and see if it gets leaked. The trick is to make sure you only tell one person. The second trick, if you want to lean on the safe side, is to give out information that really isn't true. By doing this you'll be able to build up character qualities of people you trust. Most people are not trustworthy and this is absolutely fine for social interactions. But... It would be deadly if money is ever involved.

**Determining Insecurities:** It seems that insecurity is one of the defining traits of humans in general. It takes many years to decrease this nagging problem and most never get rid of it. Instead, we should recognize this as the greatest market opportunity. This is why beauty products sell the best to women and "get rich quick" scams sell extremely well to men. Once

you have an idea of a person's personality, we would then suggest making "the call" and assuming what they are insecure about. Once you can do this, talk about a specific product that addresses this insecurity and see if they buy it. If they do... you've now learned how to sell your future product (or re-sell someone's product).

**Create a Positive Network Action:** This is the last step and is extremely simple. If you want to obtain advice about topic X simply find someone that is within your current network of contacts and ask them for advice. Once you take the advice, send them a letter saying thank you and \*showing\* you took their advice. Show them the before and after result... what your results looked like before and after their recommendation. Now that you've proven you listen to their advice and it worked, you've given their ego a huge boost and you've also created a contact who will happily help you in the future as well. It works practically every single time.

Now that you've read these five steps we have no doubt that many are thinking "*this sounds like a sociopath*". We call those people "*morons*". If you're able to 1) find a product that addresses insecurity, 2) sell a product that works, 3) create a contact list of trustworthy individuals to help you, 4) narrow down the target market with the most demand and 5) convince someone important to help you... Then how in the world is this bad for anyone? Answer: it isn't. If someone is foolish enough to go in blind to all of the items above without any basic investment in human behavior... well we wish them the best of luck.

Importantly, if you're finding the five steps easy to complete, we have no doubt you'll be extremely good at sales. This can be online sales, B2B sales, real estate sales and even Mergers and Acquisitions (selling a Company – **See section on Career**).

## Synthesis, or Seeing Blind Spots

Similar to predicting actions and sales, synthesis is the second unspoken form of intelligence. In short, you're probably a fantastic person when it comes to "*networking*". Why? You can quickly make a connection with someone. You synthesize his or her skills and put them in contact with the right people to fulfill their needs. (transaction complete!)

The best example is likely a "good coach" for team sports. He synthesizes information on various players depending on their unique characteristics (physical and personal attributes) and builds a unique system that cannot be replicated by any other set of individuals. This leads to significant outperformance relative to the talent he has. The coach is part of decision making in terms of adding pieces or removing pieces to his group of unique individuals.

Instead of keeping the definition broad, we're going to zero in on specific steps to see if you're a good synthesizer. This is going to be categorically different from numerical skills in the next section.

**Can You Predict Which Friends Will Like One Another?** A combination of items can easily be tested on a day to day basis. Since synthesis is a person to person skillset, we would suggest running your first attempts with acquaintances/friends. Find two people who you know decently and simply have them meet each other at an event. Find out if they end up keeping in contact and becoming friends, if so you may be decent at this.

**Challenge Your Memory:** Ask your friends or acquaintances a series of questions over the course of a month. It does not need to be pointed and aggressive and don't waste your time sitting them down like an interview. Ask questions surrounding items that most people lie about and \*mentally\* write them down. In a year or so, yes this takes commitment from you, ask the same set of questions and they will likely have lied about a handful of them. The number will change or the story will change dramatically (humans have terrible memory). Now the question is if you can recall roughly what was said and immediately realize it doesn't add up. If so you'll be good at synthesizing data in meetings, giving you a large leg up in predicting which company has problems and which one does not.

Even if you're unable to conclude which part is false, you'll know at least part of it is false which is valuable. This is not the same as lie detection where you're making spot judgements, this is a different skill that requires you to park away information for long periods of time.

**Strategic Fit:** This is a tough one since we don't know what you know. This means we have no idea what your interests are. In addition, we're venturing away from easier social connections to real life connections. That said, you should have deep knowledge of at least one topic, it can range from sports to technology.

The important part is seeing if you can fill in the jigsaw puzzle. People assign a significant amount of value to accurate predictions in practically any market. Write down the industry you know well and calculate the next strategic move that specific company/team/industry will make. If you correctly predicted that Facebook would acquire WhatsApp or Instagram you're a genius. If you can do this on a small scale (predicting what type of home your friend will buy) then you have a knack for synthesizing personality and fit for a specific sector.

**Conflicting Information:** You should read multiple reports during your spare time on an industry you're interested in. This is how synthesis intelligence is built, through compounding information. As you learn more and more statistics about a specific industry find the data that conflicts. Figure out why it conflicts and where the error is. If you're able to do this without

combing through the data 5-6 times over and over again you're going to have a knack for synthesis (a skill that can be learned!).

## Numerics – No Explanation needed

Why in the world does everyone assume that being good with numbers is the end all be all of intelligence? Now you have the answer. It is nearly impossible to find this type of talent. This is both a blessing and a curse if your skills lie in numerics.

99/100 times we will wager that someone with numerical skills (enough to become a Quant or high level engineer) has social issues. They consistently use logic to explain \*emotional\* behavior of humans (practically *no one* you meet will have control of their emotions). Out of frustration, they end up being outcasts, particularly when it comes to dating.

With the negative paragraph out of the way... *They are going to clear low to mid six-figures (or more) every single year without skipping a beat.* Why? This type of talent is nearly impossible to learn. We will go so far as to say that it \*cannot\* be learned to the 1% level. You've got the gift or you don't. You can try to fight reality and claim this is a "limiting belief", but we've simply never seen it.

If you know someone who was not very good at math land a career at Renaissance Capital coding as a software engineer... Please let us know! (hint: they don't exist).

Fortunately, if you're good with numerics, you can quickly see if this is your talent because the stair steps are clearly laid out for you.

- 1) Are you blowing through the math section of your SAT
- 2) After blowing through these exams did you step on the gas pedal through an elite university?  
IE: you were not studying hard yet landing A-'s or better in complex courses?
- 3) Can you read a statistics report and immediately laugh at the findings?
- 4) Did you get through the 5+ round process to work at Google, Facebook or as a Quant?  
(obviously you're good!)

Now the questions above seem ludicrous... Because they are. This is the only form of intelligence that is easy to test and easy to measure. This is also why society focuses so much on it, they can easily \*prove\* if you're good at it so it becomes a primary measure of intelligence.

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No matter how many people read this post, we can easily say that less than 2% will say “Yes” to all four of the questions above.

Now before we sign off on this topic we can create a baseline of understanding without becoming a Quant. So here are some quick math questions:

1) A person earns \$100/hour and works a full time job. How much do they earn?

\*You should be able to do this in 5 seconds or less\*

The answer is: ~\$200K. Instead of taking a calculator out... the answer is simply 2,000\*hourly rate. Now you will never be fooled by BS claims of riches.

2) A stock goes up 10% on day one and declines 10% on day two. How much is the stock worth in 50 days?

\*You should be able to do this in about 10 seconds\*

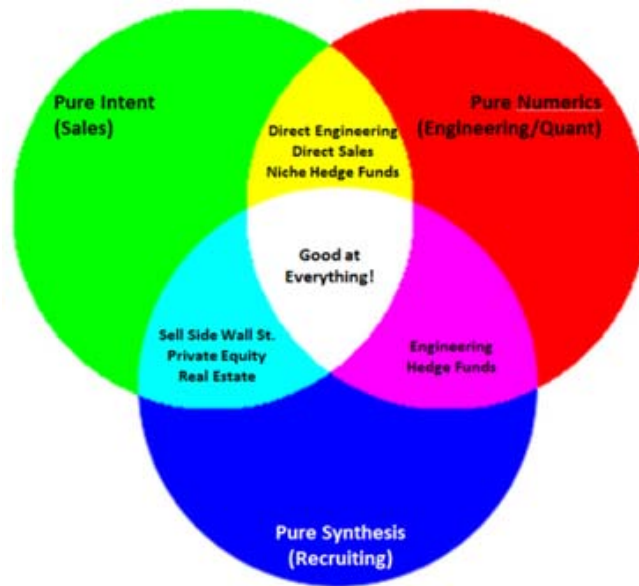
The answer is: ~75% of original value. Regular people will need to take a calculator out. They will never understand the power of compound interest. The “true answer” is closer to 78% but once you realize that it is losing 1% in value every two days, the number pops up after one iteration.

3) You invest \$25,000 at age 25. It grows at 5% per year. How much do you have at age 40?

\*You should be able to answer this one in 5 seconds\*

The answer is: ~\$50K. The true answer is slightly higher but you simply know that it would take ~14 years to double. You round up so call it a wash. Double.

**Intelligence/Skills Overview:** Here are some clear examples of the overlap between predicting actions, synthesis and numerics:



1) James Harris Simons – would clearly fit into synthesis and numerics, Renaissance Technologies (purple) *“Why don’t we have enough teachers of math and science in the public schools? One answer is well, if they knew the subject well, they’d also know enough to work for Google or Goldman Sachs or God knows where.”* – James Harris Simons (No surprise he is a mathematician!)

2) Ken Griffin – would fit more into intent and numerics. (yellow) *“We manage risk and provide liquidity. We are not a hedge fund... We use our capital base to provide liquidity to capital markets and to absorb the risk of risky assets... Our goal is to find underpriced and mispriced assets and hedge away the risk... We mitigate the macro risks that global macro managers take. We are the inverse of macro fund managers.”* – Ken Griffin (no surprise they run a market neutral book!)

3) Frank Quattrone – Would fit into intent and synthesis (light blue) *“I did nothing wrong. I am confident that the investigation will show that.”* – Frank Quattrone (Unquestionably one of the best Technology Bankers in history, unsurprisingly cool as a cucumber when being investigated)

4) Pure Intent (green)/Zig Ziglar. Affiliate Marketing.

5) Pure Synthesis (dark blue) – Head Hunters. Glocap.

6) Pure Numerics (red) – All of the quants and engineers gathering and organizing data but not yet in position to “pull the trigger” on the meaning of said data.

If you have no skills in any of the three categories... You should get to work *immediately*. Of the three skills, predictive abilities and Synthesis are the *\*easiest\** to learn (numerics is the hardest to improve upon).

Now you see why it is so important to find out where your “intelligence” is the highest. You can quickly steer your life into a specific career or business model. If you know at age 20 that your skills are in sales and synthesis... Don’t bother with becoming an engineer or working at a numerics heavy hedge fund. You’ll get paved.

Instead, go into Banking or Private Equity and suddenly you’ll find yourself moving up the ranks! The belief that everyone should go into X career is simply non-sense. If you can make Vice President or above in any of the fields mentioned here you’re not going to be hurting for money. You will be raking it in. Making at *\*minimum\** \$300-400K per year and you won’t even be thirty.

If you’re older... Then time is not on your side. You need to find out which area is best for you... starting yesterday. Get cracking on improving your skills in that arena. You need to work *\*harder\** than everyone your age since you are playing catch up.

### Artistic – The Call Option

We’ve separated this section out for a reason... It is a winner take all market. We can throw athletics into this category as well. If you’re truly at the top of the food chain in terms of artistic abilities or athletic abilities... You’re going to make a lot of money.

While Lil’ Wayne may fail a standardized test... He’ll make more money in a year than most people will make over 5, 10 or even 100 lifetimes. If that’s not a form of “intelligence” we don’t know what is. We’d happily trade his artistic/rap abilities over a 90th percentile score on a meaningless aptitude test.

## Education and Decision Trees

What is college? It is nothing more than a “signal” to employers that you learned some basic information. The reality? If you went to a top tier school and simply sat in the class room there would be no difference. The only difference is that college is a ridiculous barrier to entry where you’re required to get a piece of paper to “prove” you learned something. You can learn the exact same material online for free.

Importantly, this means your average college is a complete scam.

There is no way to justify the cost benefit analysis of attending a four year university where you accumulate \$100K in debt and obtain a 9-5 job (if you’re lucky) that pays \$45K/year. If we assume that you could make \$30K/year doing your own thing, this means that you’re gaining \$15K in gross income... This is a pre-tax number which means you’re getting about \$11K after tax. It will take ~10 years to repay your investment. This is a horrific return profile.

As a benchmark, if you look at higher risk investments... they require returns near 20%. If you were to tell a private equity firm that they will break even on their investment after 10-years you would be laughed out of the room within minutes. The bare minimum when risking pre-tax money is well north of 20% per year, which means your time is worth even MORE than a 20% return.

**On the Bright Side:** College can be a useful tool. Currently, there are several universities (somewhere in the Top 50 range) that could realistically lead to \$80K+ in annual income. Here the return on investment begins to make sense particularly **if** we can limit the debt load and reduce the risk of being exposed to lower paying careers. If an individual could reduce their debt load to the \$40K range and see an income of \$80K the spread is now ~\$50K. Now your break-even is around one year (reasonable and a good investment).

Overall, if you’ve followed our blog you know we’d take a much more entrepreneurial path and avoid going to college in the first place. That said, we know that the vast majority of people will go to college. Since many people will go to college... we have to cover it in this book.

## College Route - Entrance First

Starting from zero... let’s look at how you can **Efficiently** maximize your university chances. We know from the get-go that the system is rigged so we may as well play the game intelligently. Only a fool wouldn’t maximize every single hack he could to obtain entrance into a Top 50 University. We know that the system currently favors “*I want to save the world and I’m a great human being by society’s definition*” type applications.



There is no reason to write an essay that is not tailored to your audience. This is no different from placing an ad in the right section of the right website.

**So let's go ahead and max out the rules.**

- 1) Take courses at a community college during your summers for a fraction of the cost. You can even do some courses online and you'll improve your chances while removing worthless courses such as "ethnic studies" and anything else that falls under the humanities section (most social sciences are useless as well)
- 2) If you have physical talents? Congrats! Entrance will be easy as we've outlined in the physical section of this book. The requirements will be lowered and you'll receive priority course registration
- 3) Develop one high quality charity relationship. Stretch the hours where possible (everyone else will as well) and make sure the amount of hours and years of help stand out on your application. None of the colleges will bother checking so don't worry about the exaggeration
- 4) If you can leverage any type of minority background or "unique situation" to the administrators, do so. This includes race, parent of veteran status or anything that will make you seem "diverse". If the rules change and they favor a different type of person, go ahead and adjust all of your essays.
- 5) If your parents are divorced, claim the lowest income of the two and delete the other one. This is common and you're foolish to put down the combined income when there is nothing illegal about using one address and one side of the family tree.
- 6) For reach applications break the rules. If some of the items on your application won't be checked or are difficult to check, feel free to exaggerate even more. You'll have a good feel for where you stand before you apply and if you have no chance of getting in, the worst thing that happens is you get rejected. No big deal.
- 7) We emphasize breaking the rules not the law. That is always our stance. If you're certain that saying XYZ will help you get in and there is practically no way to check it, go for it. The cost of doing legitimate background checks is in the thousands of dollars, however, if it is easy to check it may not be worth it. Therefore the correct approach is to stretch a lot more on the schools you may not be able to enter and to avoid adjustments for the ones where you're confident you'll gain entrance.

Once you receive your letters of acceptance, go down the list of the schools (again you've only applied to specific schools in the top 50) and begin to go through the filter for financial return.

- 1) Calculate the amount of debt you'll have assuming that you have no ability to earn any income while you're in college

- 2) Visit the career center for each school and find how much income each major receives (on average and median as well)
- 3) Calculate the rough break-even. This will be calculated as follows:  
(Average Annual Income - \$30,000)/Total Debt Load
- 4) The above calculation must result in 1 or lower. Example  $(\$60K - \$30K) / \$30K = 1$
- 5) Take the remaining schools and adjust for the State (taxes). Why? That is likely where you're going to work

Now you have your list of schools, the answer should be clear. If you have two schools that are similar and in the same state... then simply make the decision based on your gut instincts. **Remember, the school you choose is a financial investment**, while you'll certainly party here and there, if you're foolish enough to spend thousands of dollars for a degree that doesn't yield a high paying career... The entire investment is lost forever. We repeat. College should not be the best time in your life. It should help create the best time of your life... Which will be every single year in the future.

**Working Through the Years:** With the backdrop out of the way, let's go ahead and give some guidelines on what to focus on each year so you can efficiently use your time to get ahead.

*Freshman:* There are two key things to focus on for your freshman year 1) obtaining high grades (shoot for a 4.0) and 2) meeting like-minded individuals. Do your best to sort out the future winners from the future losers. It won't be hard as the future winners will be seen sporadically (i.e.: coming out when they are free to have fun) and will be focused on grades for the time being. During the summer you can try to either get ahead on your general education course work or obtain a simple internship (even unpaid) in your field of work.

*Sophomore:* By now you have a good grasp for how much work it will take to maintain a ~3.7 GPA average. Maintain this work ethic and begin searching for internships, school groups and opportunities related to your future work. More importantly, you should learn website design (basic) and begin learning how to sell both online and in person.

*Junior:* This is the game changing year. Everyone assumes it is the Senior year but it is not. Your junior year is where you put the clamps down on work experience and obtain the important paid summer internship. During your first semester you focus 75% on grades and 25% on interview preparation. Then you focus entirely on work experience/job preparation. Take a lighter course load in the back half of your junior year so you have as much time as possible to hit the ground hard. Once you lock in the internship go back to focusing 100% of your time on learning how to build your sales skills or an online business.

*Senior:* At this point you should be on cruise control. Your GPA will unlikely waver much and you should have a job offer in hand. Focus on interviewing for more prestigious positions and make schoolwork come second. If you have a 3.7GPA+ into the recruiting season, seeing this drop by graduation time will not matter. Once you're all set with your job by December of your Senior year, go ahead and relax (formal education is officially over for you). We would suggest continuing to work on your online sales skills and if you want to take a month off to party, go for it. Just remember... College including all the work you did is going to be extremely easy compared to the real world. Practically nothing you learned in college will be applicable to work

With the Blueprint to college laid out above in four short paragraphs you can check off each box and move along quickly.

- 1) Use all online resources that show grade distributions/difficulty such as [ratemyprofessors.com](http://ratemyprofessors.com) (there may be new ones for your specific school). There is no point in making a course harder when your transcript will only show a grade and the course taken. Don't be fooled. The vast majority of what you learn will not be used in the workforce. We are not joking. 90-95% of what you learn will not be used. Take advantage of early morning classes, most are too lazy to wake up and if there is an easier professor teaching early, jump on it
- 2) Focus heavily on classes that will be used on the job. For Wall Street this is beginning/intermediate accounting and corporate finance. The complex items are unnecessary. Once you have A's in the first set of courses it's time to focus all of your efforts into internships/work experience.
- 3) Frats/Groups all of these are fine, simply ask yourself if it is going to be a net drag or benefit to you later. Many frats have strong alumni support and many groups will be looked at positively by employers. The reverse statement is also true so be sure to do your due diligence
- 4) Remember that studying can be made up on weekends while internships rarely occur on weekends, use this as a guideline when you look at your schedule
- 5) We repeat. If you have a 3.5+ GPA (ideally 3.7+) in a major that is acceptable in your career choice the only thing you should care about is work experience after that. The only alternative from internships is starting your own business. In a single sentence: *Do the bare minimum to get a 3.7 GPA, focus all other time on getting work experience and building an online business.*

## Summary

Assuming you can execute efficiently here, the college experience should be fun but not the best time of your life. Your grades will be solid, your friends will be successful and you will have a lot of fun memories from partying on Spring Break to obtaining your first internship/job. Execute on this plan and every year after college should be up and to the right. Remember, don't fall

victim to the party lifestyle trap (at expense of building a business or getting a high paying career). It'll hurt because you're going to use all cash flow from your Career to fund your business ideas.

## Entrance Failure

What if the Top 50 schools don't work out? Well it doesn't matter all that much to be honest. You've already completed several of the correct steps so you simply need to adjust your trajectory. Instead of moving down the four year route, you'll likely have enough credits from taking your Community College courses to finish an AA within a year or so. You can reapply in a year and in your worst case scenario you'll switch gears into learning a trade. We suggest learning trades that are difficult to automate (no driving a car is not difficult to automate).

Specifically, the cleanest one we can think of is healthcare services. Healthcare is heavily regulated and secure for now given that it is difficult to mimic human interactions along with the red tape associated with new technology.

Remember, humans are emotional, health care services are directly linked to people's emotions... Therefore it will be one of last items to ever become automated.

## Jobs and Careers

Our distinction is clear here. A job is something where you are paid an hourly wage or a salary. A career is something that pays you based on performance. A business is something that makes money while you sleep and others make money for you (paying them a salary in exchange for more income than the salary).

### Jobs

Unless you're fortunate enough to be brilliant (starting a business before even graduating high school for example) you'll likely be forced to work a job at some point. We give "jobs" a lot of heat in general because you should be looking to leave it ASAP. The more we throw salt on it, the more likely someone is to get sick of the job and leave.

That said, if you're either starting from zero or in a job today, we'll outline the best jobs you can have. We are using the word best extremely loosely because you should leave this position in the blink of an eye if a career or business opportunity shows up.

**Low-end Consumer to Consumer Sales:** Many people think this is a Career, however it's really just one of the best starting jobs you can have. The reason why it is not a career is simple. If you get moved up to say a regional manager in a consumer to consumer business, you are typically paid a salary and some small year-end Christmas bonus. You're not being paid on performance unless you're at the low-end working in an actual store selling the goods.

The good news is that these entry positions are obtainable relatively easily. You'll learn a ton of valuable sales skills on the job (you won't recognize most of them if you're doing this at a young age). Simply pick up a copy of a recommended book such as Zig Ziglar's "Secrets of Closing the Sale" and you'll build basic sales skills before pursuing a new Career.

**Emphasis here:** This is for people that are in college or high school. No one with a degree (even an AA degree) should work in this segment.

**Medical Field (basic):** This will not be an easy section of the world to automate. People are emotional and irrational and talking to a human being will continue to be part of the process for the foreseeable future. There are many ways to enter this space with minimal education and here are some ideas: Medical Assistant, Nursing, Home Health, Radiologist (people who take x-rays), dental assistants, massage therapy, medical equipment preparer and more.

Some of these you may not want to do, but the point is simple. If you're unable to attend a top university, there is no reason to work for minimum wage. With a basic education you can get a

stable position that pays a high wage and even work at night for many of these positions while you work on your actual business during the day.

**Learning a Trade:** This is a bit more difficult. We recommended Medical to start since it will be the most difficult to “automate” away emotion. That said, learning a trade also offers a good return on investment today. In the future, robots and automation will do much of the manual labor, however someone will need to make sure the robots are operating properly (fix the robots) and deal with clients on a face to face basis. Therefore, as of today’s writing we think there are several trades worth learning (landscaping, aviation repair etc.) the one caveat we would throw in is choose something with a creative aspect.

Why? Well if you choose something with a creative aspect to it, the automation part is much more difficult. If people want to have specialized designs/installations, it will be much harder to work with a machine to do so. Talking to a robot and explaining what you want will be much more difficult than talking to a person for a long time. Trade school is cheap and gives you solid cash flow as you look to start a business on your own.

**Internships or Stair-step Positions:** Many high paying positions offer internships for part of the year to see if you’re a good fit for the Company. They get to see if you’re someone they would like to hire and you get to see if you’d be good at the position. These are typically a net loss to the Company as the cost to train or test an employee far outweighs the benefit (they make up for this after placement).

The good news is that this could lead to a high paying career so the near-term salary based payment is acceptable. If the internship is going to lead to a career it is undoubtedly worth the sacrifice. (Note if your business takes off during college, it may not be worth it to take the internship!)

**Ending the Jobs Section:** This section is simple because the remaining positions are not worth pursuing. If you’re unable to get a high paying career on day one, you’ll pivot to 1) a low end sales position, 2) getting into the medical field, 3) learning a trade with some creative aspects or 4) obtaining an internship in your field of choice as a stair step function. Jobs are used to keep food on the table and a roof over your head while you build a business since you’ll never get rich by trading your time for money. Jobs are positions where you sit around making someone else richer as they pay you less than you are worth. Otherwise? They wouldn’t have hired you in the first place. Hopefully those last three sentences have put the nail in the coffin and everyone will search for more performance based work: **Careers**.

## Career Monetization

As of this writing, there are only three professions worth pursuing: Sales (Enterprise Sales to be specific), Wall Street and Technology. Nothing has changed. While there are other high paying positions these three offer the highest amount of money for the least amount of time (time you'll never ever get back!). As we have stated numerous times in the past, doctors and lawyers require too much education while you could be earning money instead (run the math). If you were interested in becoming a doctor for emotional/personal reasons you wouldn't be reading this book in the first place. So let's get to it.

### Enterprise Sales (Predicting Actions)

It is extremely easy to find companies looking for enterprise sales representatives. This is a lucrative industry also known as "complex sales" where you're essentially selling high ticket items. Clear examples include: 1) industrial goods such as Caterpillar products, 2) high-end technology products within a Data Center (servers as a basic example), 3) engineering services and 4) large scale insurance sales.

Instead of listing every single enterprise sales position (there are thousands upon thousands if we simply type in "Enterprise Sales" into Google), we'll stick with our basic definition. *Selling a high ticket priced item, multiple six figures to millions.*

**Benefits of Sales:** We could write a book on the benefits alone. But we'll outline the basic benefits from most important to least important:

- 1) **YOU Will Be Happier:** No one wants to hang out with a person who is unhappy boring or pessimistic. No one. This means your personality will be forced to morph into an optimistic outlook on life. What you'll find is that this results in better sales results. Higher sales means a quick dopamine rush which leads to more optimism.
- 2) **YOU Will No Longer Trade Time for Money:** This is critical to understanding the value of your own time and self-worth. If you're paid based on what you sell (commissions) you're going to have no one to blame but yourself. In addition, there is a direct correlation between effort and reward that cannot be matched by an "hourly wage". Hourly wages encourage you to do the LEAST because you're going to get paid the exact same amount no matter what. In enterprise sales, you're paid on performance and that's a gift that many people will never receive because they do not want to go into sales.
- 3) **YOU Will Have an Extremely High Likelihood of Becoming Rich:** Go through a major Company's expense line and you'll find that the people who are travelling in business class (maybe even in a jet!) are heavily skewed towards sales. Since you're generating money for the firm, you're likely being paid the most and receiving the most "perks" which will reduce all of your costs as well. Once you're earning money based on performance, there is no "cap". Sure office politics and things of that nature will always arise. But. The sky is the limit. If you bring in the revenue you'll get the same cut... even if you worked for five minutes or five hours.

- 4) **YOU Will Become Emotionally Disconnected to the Word “No”:** This benefit will fall over into every single aspect of your life. If you want something and continue to get No’s... you’ll be emotionally un-rattled. Nothing will change. You’ll simply go by each day knowing that you’re closer to the next Yes.
- 5) **YOU will Improve Time Management (Forced to be Efficient!):** If you have a competitive bone in your body you’re going to start tracking all of your clients. You’ll find your own set of rules that improve your performance and you’ll become obsessed with improving the conversion rate (% of people who say yes) along with reducing your time spent on dead accounts (% of people who won’t convert or take too much effort to convert)
- 6) **YOU Will Have Transferable Skills to Every Single Business:** Every single business needs to sell their product. We don’t know of a single Company that wakes up and says “well we don’t need to sell any of product X today”. This means you’re always in demand. If a new product pops up that is superior to the product you are currently selling the answer is simple. You knock on their door and apply for a position and simply explain why their product is superior. Congrats, *that is your interview and job function at the same time.* Extraordinarily efficient.
- 7) **YOU Will be Difficult to Automate:** While we do believe that a lot of online sales will be automated with Artificial Intelligence (we’re already using it) there is no replacement for real human relationships (not any time soon).
- 8) **YOU Will Have An Understanding of Human Nature:** If you learn anything from sales it is this – *people are not rational.* People are driven entirely by emotion and your job is to change how someone feels to convert a sale. The product doesn’t matter (many products are comparable) what matters is how good you are at selling it. While this is an extreme view (certainly a terrible product is difficult to sell), if your product does what it says it will do... The secret sauce is in the sale. Making people feel comfortable with purchasing the good and signing the dotted line “YES”.

We could go on and on. You’re building a skill that is needed in every single business and you will be forced to become a positive thinking person (no salesman is going to do well if he is negative). People do not want to hang out or meet with the unhappy guy and they are certainly not going to purchase anything from someone they don’t want to hang out with.

**Our Current Best Recommendation:** If you find that you’re extremely good at sales, we strongly recommend entering Enterprise Software sales. The reason is simple “what product creates recurring revenue”. Once people are sold on the software or recurring revenue product you’re selling, they likely sign up for multi-year contracts. This certainly depends on the product, but knowing that your customer will be locked in for several years at minimum is absolutely fantastic. Ideally, you won’t even be involved in servicing the client for issues (likely handed to a services team) and you’ll be the go to guy to upsell other software related items in the future.

The second reason for enterprise software sales being a great idea is the time commitment. Assume you sell a product that is critical to the customer (can’t do business without it). Then you’re going to create reliance on your product. Use Apple and Microsoft as examples. If you’ve been using either system for 10+ years it is not easy to make the switch. You’ll know multiple short cuts (using the product without a mouse) and won’t know how the other system works from the ground up. In short, switching costs are well beyond the cost of the competing product.



The third reason for software sales being a great idea... It's where technology is moving today. Hardware is becoming less and less important (computers for example) and the underlying software is driving the value in the product on a go-forward basis. Yes you can sell high end hardware products or machinery (see examples mentioned earlier) but we know for sure the "differentiator" is becoming more and more software.

The fourth reason for software sales? Being at the forefront of automation. It is unlikely that people being born today will ever need to drive a car. Think about that for a second and let it sink in. Once we realize that the value of technology will continue to go up... Wouldn't it be smart to be the one selling this ground breaking product? Yes it would be. Person to Person high ticket priced sales is the last item to be automated. It is extremely difficult to mirror this type of interaction and someone on the other side of the table needs to sign off on a purchase of this valuable software.

The fifth reason for software sales is constant updates on product differentiation and technology shifts. To be a solid software salesman you'll need to know the product inside and out along with the competition. This means you'll be on top of the latest trends and if you find a competitor with a far and away better product... you'll know what to do... jump on over to the other side! If you're already selling a product and know another company has a better product... this makes your interview easy and also makes your value high as you can clearly point out why the product is superior.

**Concluding Remarks on Sales:** Remember, we are not saying that everyone has to jump towards software sales. If you find that you're better off selling caterpillar equipment, high quality hardware, engineering services or otherwise... Go ahead and jump to it. We are including our best idea for each section to simply explain the thought process. If you're selling \$1M price tag homes consistently, we doubt you'll be hurting for money.

The key is to build a framework for why one may be better than the other and see if it fits your personality. That said we are saying one thing for sure. If you don't learn to sell you'll be significantly poorer financially and emotionally. If you can't sell a product and can't sell yourself to other people (going on dates or obtaining your first career position)... It won't be easy.

## Wall Street (Synthesis)

Make no mistake, Wall Street is also sales. When a real estate agent sells a house, he collects a fee based on a percentage of the total sale value of the home. When a Company purchases another Company, an investment banker advises on the deal and collects a fee based on a percentage of the total value of the Company sold. We cannot make it any clearer than that.

If you're looking for examples just find a recent M&A transaction (company purchases another company) read the press release and you'll see who "advised" on the deal. This is the investment bank that is collecting the fee. This is also known as a "tombstone" of a completed transaction that you can also find on Company websites of the specific investment banks.

The reason why we think this is more synthesis than predictive is the strategic value piece of the equation. When you're selling a product, the product isn't different. It is the same product with specific bells and whistles that deliver value. When you're attempting to sell a Company you're in a much more synthetic role. Why? Well you're trying to show how the pieces will **\*fit together better than separately\***. This should remind you of the earlier chapters where we use coaching as the most basic example of synthesis. You find two players that will complement one another (or a team).

### Benefits of Wall Street:

**1) YOU Will Start at a High Salary:** The position has a much higher salary relative to sales. This means you'll have good cash flow from day one regardless of how the bonus pool shakes out which typically starts at nearly 100% of total base salary if you're a good employee. It is certainly a competitive arena, but the salary alone allows you to start putting some cash away.

**2) YOU Will Have Many Options:** The role is extremely transferable into strategy within the industry you're involved in. In addition, you could also move to the buy-side of the transaction and work within a private equity firm. The demand for investment bankers (notice specifically investment banking division) is quite high given the amount of responsibility you will have at a young age.

**3) YOU Are Hard to Automate:** Pretty difficult for a robot in Silicon Valley or a call center in India to earn the trust of a CEO. It is even harder when that specific CEO runs a multi-million dollar company (or multi-billion dollar company). Unlike other industries, the data you're going to obtain is confidential as well. This makes it difficult for data scientists to one day wake up and say "the numbers would work because of XYZ software". The value is in the relationship and strategy.

**4) YOU Are in a Low Risk Position:** Unlike other positions, if you're mediocre, you can still make multiple 6 figures by simply being "good enough". You'll jump around from bank to bank and likely won't make it up the chain, but you will be putting away a good amount of money in the process. Even career associates (absolutely not something we recommend) can get to a million dollars or so well before they are 35.

**5) YOU Eventually Become a Walking Business:** Assuming that you are good at the position, you'll build a rolodex of companies that trust your strategic analysis and advice. If this is the case you can take your talents to any bank and command a high wage. While this is not the case early on in your career, down the line it will become difficult to be underpaid in the industry. Certainly politics can hurt you in any business... But... the fees you bring in would help you leave to another bank if politics damaged your pay

**6) YOU Will Become More Creative:** Since your entire position is finding pieces that fit well together ("revenue and cost synergies" as they are referred to in the industry) you'll find yourself thinking of new ideas that would work. As this continues over the next several years you'll likely find product holes and sticking points within the industry you're dedicated to. This can lead to a personal business opportunity for you down the line.

**7) YOU Will Be Forced to Save:** Unless you're foolishly spending your money on models and bottles at the club, you're going to find yourself saving money due to the amount of time dedicated to work. Many people view this as a negative, we view it as a positive. Most people have a difficult time when it comes to saving money. They spend their free time consuming since they don't have the maturity to think long-term. The smart ones in the investment banking industry, realize that the business is not easy to do long-term and put thousands away just in case they want to switch directions (entrepreneur or switch industries).

Now we want to be clear here, this is specifically Investment Banking **Mergers and Acquisitions**. That is where we would focus. We are not recommending other sectors of the sell-side at this time due to multiple secular headwinds including: 1) move to passive investing, 2) increased regulation, 3) what we believe to be over saturation of equities related positions and 4) likely decrease in the number of total investment banks. The M&A segment is critical and difficult to automate. It is not something that can be over-run by data scientists who use software to essentially come to numeric conclusions at a faster rate than humans and it is extremely valuable to Companies in general. This will unlikely go away in our lifetimes.

**Our Current Best Recommendation:** Broadly speaking we think focus should center around sectors that are growing rapidly. This means we would recommend M&A within sectors such as healthcare, technology, pharmaceuticals and energy. While many companies will have an M&A group that is broad (not sector focused) the reasoning is clear.

If a sector has many new companies popping up left right and center, it is likely that these companies will either go public or be acquired. This means more deal activity which means more fees and more money for YOU.

In addition, if you're involved in the most completed deals it becomes easier to sell yourself to the potential exit groups such as private equity or corporate development. You'll have a clear understanding of the M&A process and a background in thinking strategically about each transaction. This is a valuable skill for the buy-side (person potentially buying a poorly run company with his own money) or the Company (consistently looking for strategic fits to benefit their bottom line).

## Technology (Numerics)

We are going to live in a much more automated environment in the future. We can sit down and debate the rate of change but that misses the big picture. Technology, specifically code, is going to be ingrained in our everyday lives. Even today, we use software and data analytics to make real time decisions and this is not going to slow down. There are robots that build cars, run warehouses (Amazon) and code / machine learning will allow for self-driving vehicles in the not too distant future.

Luckily, if you're one of the rare people who are top tier when it comes to Numerics, you're going to find a software or coding position as a lucrative field. A person needs to edit the code, improving Key Performance Indicators (KPIs) which drive real business results. You're going to be rewarded for creating the best code and you'll have real time visibility into your business impact. Finally, this could lead to starting your own technology company as well.

### Benefits of Coding:

- 1) **YOU Will Have Event Income:** Event income is related to one time lump sum payments. Given that the vast majority of engineers receive stock options and restricted stock units (RSUs) you'll have the opportunity to benefit in a potential "exit" (Initial public offering or sale of Company)

- 2) **YOU Will Have a High Salary:** In addition to the embedded call option, you're going to have a large base salary as well. Similar to Wall Street, you have the ability to save a large portion of your monthly income and build a "buffer" for your bank account.
- 3) **YOU Will Have Clear Performance Metrics:** As mentioned above, you'll be analyzed based on actual performance (KPIs) and will continue to see performance related income. Yes, politics and all the negative things associated with companies in general still apply... But. It is much more of a meritocracy than thousands of other industries.
- 4) **YOU Will Learn Product Related Skills:** While the two other options (Wall Street and Enterprise Sales) focus on the actual transaction part of the business – making the actual sale, your role is more product related. This means you'll be better positioned to start an actual company with a product and then learn to sell after creating your value additive product.
- 5) **YOU Will Be "In Demand":** At the time of this writing there is still more capacity for high quality engineers than most other industries. This means there are openings and you're not fighting for a select few. Yes, the competition at top tier tech companies is fierce, but there are openings across many technology companies helping limit your downside.
- 6) **YOU Will Work Less if Good:** Unlike sales or Investment Banking, if you're good at the task, you'll be able to work more efficiently. This is completely different from a sales oriented role where it means more meetings and more responsibility (eventually handing it out and managing a team).
- 7) **YOU Will Have a Flexible Schedule:** Again, once established it is a lot easier to have a flexible schedule where you essentially make your own schedule with some light restrictions. This is not in the case where missing a meeting or an appointment in Sales can lead to a swift layoff.

**Our Current Best Recommendation:** No surprise here! The best recommendation is software related engineering. More specifically, become involved in robotics, artificial intelligence, machine to machine learning ("Deep Learning") or a high operating income software company.

Since the future is going to be heavily software, it makes more sense to go in this direction. You'll find more and more companies hiring for these positions and you'll find yourself developing transferable skills.

### **I Found the Career Where Do I Work?**

First of all, congratulations on knowing which direction you'll go down, second of all *follow the money*. Don't be fooled into working for companies that cannot pay and don't be fooled into working for a shrinking pie.

In short, follow the top-line Revenue Growth and the Profit per Employee (Cash Flow).

Assuming the Company is public we suggest those two metrics and we will give a couple of concrete examples.

### **Technology (Examples)**

**Facebook:** This is a great Company to work for based on the metrics we've outlined above and it is no wonder that practically everyone wants to work for the firm.

## Wall Street Playboys, LLC

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Quick Analysis: Do a quick google search or check the 10-K filing and you'll find that they have 17,048 employees as of December 31, 2016. Total Revenue for 2016 was \$27.638 billion and Net Income was \$10.217 billion, this means per employee they generate \$1.62 million/employee or \$0.599M in profit/employee. In addition, the Company is growing and revenue was up 54% y/y.

**IBM:** This is a legacy Company and highlights a few issues. While it is a stable and large Company... compensation per employee is lower and will unlikely change near-term (companies can always evolve so do your research).

Quick Analysis: Go do a Google search and you'll find that they have ~380,000 employees. In addition, they generated \$79.916B in revenue and net income came in at \$12.924B. This means, per employee they generate revenue of \$0.210M/employee or \$0.034M in profit/employee. Not even close to Facebook. In addition, revenues were down -2% y/y in 2016. Unless something changes, you'd want to take the career at Facebook.

## Financial Services (Examples)

**Moelis & Company:** This is a great example of a finance firm to work for. Again we're using 2015 data when it was primarily advisory M&A (no public company is a perfect example).

Quick Analysis: Check the 10-K filing and you'll see that the Company had just 660 employees globally (105 managing directors and 462 advisory professionals). They had revenue of \$552M with operating income of \$138M. This means per employee they generate revenue of \$836K per person with operating profit of \$210K per employee. This is a TON of money for a financial services firm because you see they have to pay the average employee around \$472K per year this is calculated off of "Compensation and benefits" disclosed in the 10-K. To emphasize, despite paying an average of \$472K per employee they are still making \$210K per employee.

**Piper Jaffray:** This is another example of a finance firm, however you do \*not\* want to go here. We're using 2016 data for this example.

Quick Analysis: Check the 10-K filing again and you'll see the Company had 1,315 employees, total revenue came in at \$770M with operating income of negative \$31M. This means revenue per employee is \$586K and they are losing money. In addition the compensation benefits section discloses \$388K per employee. Is this sustainable? No. If you're losing money it is difficult to sustain this structure.

We are leaving revenue growth out largely because the long sales cycles make it difficult to be consistent. That said the answer is clear, go to the boutique (Moelis).

## Enterprise Sales

Luckily we don't need to even create an example. Contact companies that sell EXPENSIVE products. Enterprise sales was already covered. Simply contact people at the company on Linked-in and ask basic questions about breaking into that field... what they look for in terms of 1) best major and 2) best starter work experience.

## Starting a Business

Now that we've gone through every single part of a job/career, we're moving onto the important part... Starting a company. At the end of the day, working for someone else will not be sustainable. It is not smart to put your life in someone else's hands. They have no attachment to you and are more than happy to get rid of you if they'll net a long-term profit. With that said here are five key reasons to start something **\*today\***.

**Reason #1: You Are Paid Less Than You Are Worth:** Unless you're in a declining industry with profit margins in the red, you're making money for the firm. In order for the Company to make money, they need to pay you less than you are worth. If they did not pay you less than you are worth they would lose money. Plain and simple.

While we acknowledge that businesses are not 100% efficient, the general framework is true. There are some people who are being paid far more than they are worth (inefficiency in the business), however, the Company would be losing money if this were the case on average.

**Reason #2: The Company is Trying to Automate Your Position:** Ever notice that major companies already have templates set up for the vast majority of the work? When you go into investment banking they give you a basic training course and when you set foot in that cubicle there are templates for practically everything: LBO models, merger models, IPO valuation, a comp sheet that is maintained by updating a few cells a quarter etc.

This is not just the case in finance, it is in every single industry. By making the position as automated as possible they decrease the value of the employee. So if an employee leaves they can just bring someone else in and do the same automated (practically) task that the person was doing before them. Finally, in an ideal world, they would have a computer do it so they could lower their costs even more.

**Reason #3: Everyone is Replaceable:** Every single person can be replaced. They do not care if you're making \$10 million for them or \$1M for them or \$100K for them. The only metric that matters is how much they are netting in profit off of your work. This means you could be at a Company for 5 years, 10 years, 15 years or even 20 years... But it doesn't mean a thing to them.

Sure there are some problems with dismissing senior employees (potential reputation damage and more) but everyone can be cut and replaced. If you've been working for a few years ask yourself about the latest person who left (or got cut) *and you'll realize nothing really changed after a few weeks of commotion*. The Company simply holds a pump up event to try and keep morale up during the cuts and everyone moves on.

**Reason #4: Relying on Someone Else is Similar to Prison:** While not exactly like a prison, being unable to sustainably pay your own bills is an uncomfortable position to say the least. We recommend thinking bigger (becoming a deca-millionaire) but if we want to take it to the most basic level... Do YOU want to rely on someone to live?

If you rely on someone else for financial support you end up resenting that person. No different than a prisoner resenting the prison guards and the system. It is a natural reaction and the faster you can live sustainably the better.

Even if you enjoy working in a career (coding, banking, selling) we still recommend creating a small business to pay for your cost of living. This is the bare minimum. Once you can cover your cost of living without worrying about your next paycheck or end of year bonus, you will feel completely free.

**Reason #5: You Create Implied Opportunity Costs:** Once you're making money for yourself, even if it's just barely enough to cover your cost of living, you've created an opportunity cost. Most people try to create more money by negotiating and jumping from Company to Company (not anyone reading this book!). Instead, by creating your own business, your free time and your working time has factual value.

If you're making 50% of your career income by yourself (with a part time company), then it is *extremely likely* you could make up the full 100% if you quit! Funny enough we will wager that 50% of your current income will be enough for you to quit out right. Every dollar earned by yourself is typically 3x more valuable in your mind (adrenaline rush). *Note: we would not recommend this, we believe you should earn more money from your Company when compared to your career/job before you pull the "I quit trigger". Explained in detail later.*

## Our Moral Framework

Now that we've convinced you to start a business, we also note that we are on the side of selling anything legal that works. This means *"how" you sell the item is irrelevant*. If you're selling an enterprise software product and it works, we don't care if you sell it by using spammy messages, by using direct traffic or cold calling. It does not matter how you sell.

**Avoid Churn and Burn:** Many people will start down this route. They learn how to sell and then chase multiple new products to "churn and burn" customers. We do not think this is a good way to start since you'll be chasing your next product year after year once the target market is sick of the terrible products being sold. Make no mistake, you can get rich doing this and we outline how to do it since people will go down this route anyway. The real problem is that it takes a lot more work over the long-term. Since your customers are not "sticky" (meaning they don't come back), you'll be forced to adapt to the next hot thing constantly (upselling incessantly). Finally, who wants their name associated with multiple churn and burn products?



**Test the Product:** Unless you're selling a proven item such as a house (where there is a clear value structure) we recommend testing new products you're going to sell. Remember, it does not have to be the best item in the market since minor quality differences are largely irrelevant to irrational human beings (is there really a big difference amongst generic toothpaste?). If you cannot personally test the product (perhaps it is high cost) we recommend doing a significant amount of research to confirm the product is viable. Testing and knowing the product works is critical since you're building a trusted client base.

## Morals that Are Excuses

**Morally Opposed to Product X:** Generally speaking, people who are morally opposed to perfectly legal products are excuse makers. If you're selling diet pills (practically caffeine pills) how is this any different from selling alcohol at a bar? Both products are chemicals that are bad for a person's body long-term and both products work. Yet... One group is against selling diet pills but would happily open a bar and sell shots of vodka.

In addition to this clear contradiction, we would also add that there is a market to serve. Some people want to buy diet pills, some people want to get drunk and some people want to find a small edge to improve their muscle building abilities. There is nothing wrong with any of these markets. Someone is going to fill the demand and you're not doing anything wrong by doing so.

**Can Only Sell A Product They Love:** This is another enormous excuse. People are able to go to jobs they absolutely hate (vast majority of people hate their jobs) but they are unwilling to sell a product they don't love. This doesn't make much sense at all. If the product works and simply isn't something you're using at this time, there is no reason to avoid selling it. Sure it helps if you're in love with the product, but it is not a good excuse to avoid a lucrative market because you're not using it today. To crystalize the point, it absolutely helps if you use the product yourself, just remember it's foolish to avoid selling an enterprise software product just because you don't personally use it.

## Business Monetization

This is where the real money is. A job is where you trade your Time for Money (horrible way to get rich). A career is a Performance for Pay position (a good way to become a single digit millionaire). A Company makes money 24/7/365 while you are sleeping, on the beach or hanging out with your family (**billion dollar potential**). This is absolutely critical to understand.

The only way you're making money in your sleep is with a Company or with a large sum of money (if you had a trust fund for passive income you're probably not reading this book!). You must find a way to earn money while you are doing nothing, at all times.

## Choosing What to Sell and the Selling Process



When people first start thinking about a product they want to create... they always start with the following: “What is in demand”. While this sounds like a great start it doesn't really tell you much. There are millions of companies in the world. Millions. This means there is demand for practically anything. There is some demand for souvenir trinkets sold at tourist destinations. It doesn't mean that it's a good place to start.

The real question is “*Why do people buy?*”. Forget about the product’s value. The vast majority of products in the market have comparable functionality. Coke and Pepsi are not that different. Smartphones are becoming largely homogenous. Your favorite brand of clothing likely has a peer with mirroring designs. Again. “*Why do people buy?*”

### **The Answer: Insecurity or Emotion is why they click BUY.**

**Step 1 - Find the Insecurity or Emotional Appeal:** Instead of defining each market by verticals try to look at them by emotion and insecurities instead: we’ll give you some examples. Beauty (insecurity with regard to looks - skin care for women as a clear example), Smartphones (fear of missing out, hence obsession with emails and social media), FOREX get rich quick trading (male insecurity of having a small wallet), Ferrari’s and Lamborghini’s (insecure about dating options, inferiority complex).

Take a step back. Instead of asking what’s in demand ask “What emotion or insecurity does this target”. You will change your target market dramatically. If you want to be rich (you deserve to be rich), then you have to target an innate insecurity/fear.

**Step 2 - What do you Sell:** You're going to sell high margin products in the sector you choose. The margin profile will blow away "regular people" if they knew how to read a basic income statement. There is no “best sector”. But. People are going to ask for specific examples so here are a few: skin care, perfumes, diet pills, anything "brand name", electronic content and all high ticket priced items (homes, equipment, anything with a sticker above \$10K).

**Step 3 - How Do You Sell:** The second question to ask is “how do YOU sell this item?” since that’s the second largest factor in your success (second only to emotional appeal). The answer is incredibly clear today, you sell online.

Brick and Mortar shops can cost \$50K+ just to get started. A well designed website with products to sell cost \$200 or so. The argument of "built in traffic" is terrible to say the least. You

can target a specific market and send traffic to your website for a few thousand dollars. In addition, those targeted individuals will have the insecurity or emotion you are going after. This is not the case with random people walking by a store. Paid for traffic gets you the highest probability conversion with a fraction of the cost of a brick and mortar.

In short, you're going to sell online and you're going to buy traffic when you have narrowed down your target market. **We are advising you to target insecurity & fear.**

Why do people love motivational speeches so much? *"I was once like you broke and now I'm rich buy xxx?"*... Easy. They are afraid they are not living up to their potential. This is some sort of human condition where everyone believes they are better than they currently are. This insecurity will never go away. Talk to an average guy and he always thinks he should be paid more and should date super models. This is also why the sellers of motivational products have to be hyped up all the time to sell. It is a lucrative market and if you get people hyped up all the time you'll make a great living!

Just don't be foolish enough to tell your customers that you know they are at the bottom of the totem pole. Sell the items and keep them hyped up (emotionally charged) and highlight every single possible success story you can.

In short, the answer is fear. The "demand" you're looking for is just a product that addresses a fear.

- Fear of looking less attractive - skin care purchases
- Fear of not having that trophy wife to match his bank account and ego – Ferrari
- Fear of not living up to his/her potential - motivational products for individuals with the lowest IQs in the world. So on and so forth

### **Fear Drives Demand**

## **How to Generate Revenue**

The answer is subscription based revenue. The most obvious example is Netflix. Netflix makes money every single month based on an \$X/month fee. They simply update the content consistently and add subscribers over time. Since it may not be possible for you to start a subscription business (yet!) we'll go ahead and explain business models by "tiers".

### **Business Consulting Revenue**

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This is essentially trading your time for money. You charge your client based on \$X per hour of your time. This barely even qualifies as a business but we will include it since you'll realize one thing... You're being underpaid working for someone else. If you were making \$100K a year... You should make more than this in a short couple of years. Why? Simple, they won't hire you unless they are profiting off of you.

We will give this business two small benefits: 1) lower taxes and 2) sense of autonomy. By starting a business you will be able to expense many different items (travel costs, cell phone bills, etc.) and your tax rate should be lower than the outrageous ~40% federal + X% state tax you had before. In addition, many believe they cannot replace their old income and consulting could be a way to mentally jump over that hurdle.

The only benefit of consulting or pure time for money exchange businesses is that you gain autonomy. This is a huge mental barrier but it does not make you rich by any means.

### Business Consulting - Example

Using consulting as an example we find that operating margins are relatively low in this industry, We can confirm this by looking at a public consulting firm... in this case Booz Allen Hamilton.

#### Booz | Allen | Hamilton

December Quarter: (\$ in millions)	Dec-15	Dec-16
Revenues	\$1,308	\$1,405
Cost of revenue	630	652
Gross Profit	677	752
Gross Margin	52%	54%
Billable expenses	355	429
General and administrative expenses	201	201
Depreciation and amortization	16	14
Operating income	105	108
<b>Operating Margin</b>	<b>8.04%</b>	<b>7.70%</b>

Simplistically, every dollar being made (top-line revenue) nets an operating profit of about 8 cents. Positively, if you were to go down this route as your first venture (offering your time for money) your margins would be significantly higher due to lower overhead. Over the long-term... The business model leads to margins in this range. (Yes we have no doubt there are "exceptions to the rule").

### One Time Sales

**One Time Low Ticket Item Sales:** Want to see a terrible business model? You are looking at one right now. Selling a product that has no recurring income. You simply purchased this book and 60% of the sticker price was made on the sale (nowhere near 100%). The worst part? There is no reason to buy a second one! Beyond terrible.

The only reason this is a step ahead of consulting is you can earn money in your sleep. To translate the importance of that, every single sale that is made in your sleep is the **\*only\*** sale that was beneficial to you.

To emphasize this sub-section... Please don't waste your time making and selling a book unless you do it for fun or as a hobby after getting rich. If you're doing it to get rich you've just wasted a huge chunk of time.

*Note: There are millions of people who will buy traffic to their site inflate numbers and say "there is a ton of money in the E-book businesses!" Just smile and nod as you build something more meaningful.*

### **One Time Low Ticket Item Sales - Example**

Given that book stores are practically dead, we take a look at another business model that is largely a one-time sale with a low ticket price... Bed Bath and Beyond. For those that are unaware, the Company primarily sells: 1) Domestics: Merchandise includes categories such as bed linens, bath items and kitchen textiles. 2) Home Furnishings: kitchen and tabletop items, fine tabletop, basic housewares, general home furnishings and certain juvenile products. Yes these items are replaced... however... they are not replaced rapidly. This is pretty close to a one time low-ticket item sale.



November Quarter: (\$ in millions)	Nov-15	Nov-16
Revenues	\$2,952	\$2,955
Cost of sales	1,837	1,863
Gross Profit	1,115	1,093
Gross Margin	38%	37%
Selling, general and administrative expenses	822	881
Operating income	293	211
<b>Operating Margin</b>	<b>9.92%</b>	<b>7.15%</b>

The key here is noticing that you're generating high single digit profits again. You have to constantly find new customers because each sale takes quite a bit of time to repeat (again this isn't a perfect example but a "good enough" one). This causes long-term strain on the business model.

### **One Time High Ticket Item Sales**

The reason this is a step above should be clear, the income generated is substantially higher. If you are generating revenue by selling a high ticket priced item, you're likely seeing a paycheck in the thousands (per sale). This revenue can either be invested (stocks, bonds etc.) or it can be used to reinvest in your own business.

To keep it simple, this still isn't the "best" way to earn money... But... You can make a killing if you're good. You'll also experience a very large adrenaline rush with each sale since it represents a large number.

### **One Time High Ticket Item Sale - Example**

We're going to use investment banking (M&A advisory) as the best example. Most people think investment banking revolves around "investing in stocks"... we call these people "uneducated". Investment banking (M&A) means you sell a Company to another company and collect a fee. This is no different than real estate sales (you're just selling a much more expensive item, a company vs. a home). You collect a fee based on a % of the total sale price... Just like a real estate agent.

There are other aspects to investment banking but there are boutiques that \*primarily\* sell companies (not much else is offered). So we'll go with a public example of a Company that focuses on the M&A side. Moelis.

MOELIS & COMPANY		
Full Year: (\$ in millions)	2015	2016
Revenues	\$552	\$613
<b>Compensation and benefits</b>	<b>311</b>	<b>361</b>
Occupancy	15	19
Professional fees	21	13
Communication, technology and information :	18	22
Travel and related expenses	24	21
Depreciation and amortization	3	3
Other expenses	22	14
Total expenses	414	452
Operating Income	\$138	\$161
<b>Operating Margin</b>	<b>25%</b>	<b>26%</b>

Take one look at this income statement and two things jump out like a sore thumb. **First, there is no cost of goods sold.** Why? Your business model is quite literally sales. A CEO trusts that you can negotiate the best price and pays you to help sell the Company. There is essentially no cost beyond paying the banker (compensation and benefits) and ink/paper for the documents being made to solidify the sale.

Second the margins are fairly high at 25%. This is a function of having practically no costs. This is a solid business model given that advice and relationships are difficult to automate and you can make a large margin on every single sale. Sell a Company for a billion dollars and **you'll make millions.**

### Consumable Item Sale

Now we're getting closer. If you sell a product that can be consumed (used) then you've created a "semi" recurring revenue stream. If you sell protein powder for example, then the consumer base will come back to "replenish", which is just a fancy word for repeat sale.

The only downside to consumable item sales is lower gross profit (profit made after subtracting cost of making the goods). Beyond that, the margins you make are healthy and your client base likely increases due to recommendations from the consumer.

Using the same protein powder example, if your product is consumed within a month, then you sign the customer up for 1x per month shipments (same day each month). In addition, you should offer a discount for the recurring purchase to incentivize the long-term commitment (lifetime value of customer).

### Consumable Item Sale - Example

**Coca Cola:** Yes they have many products but let's look at this from a very simple perspective. The company generally sells consumable goods: concentrates, syrups, fountain syrups, sparkling beverages, still beverages and company trade mark beverages. The most obvious items include: Coca-Cola, Minute Maid, Diet Coke/Coca-Cola Light, Powerade, Dasani, FUZE TEA, Fanta, Glacéau Smartwater, Sprite, Schweppes, Glacéau Vitaminwater and more.

We all know what Coca-Cola sells but does the average consumer realize that *“sales and marketing” expenses are practically equal to the cost of making the product?!*

### *The Coca-Cola Company*

Full Year: (\$ in millions)	2015	2016	
Revenues	\$44,294	\$41,863	
Cost of goods sold	17,482	16,465	Approximately Equal...
Gross Profit	26,812	25,398	
Gross Margin	61%	61%	
Selling, general and administrative expenses	16,427	15,262	
Other operating charges	1657	1510	
Operating Income	8,728	8,626	
Operating Margin	20%	21%	

Here is the easiest way to understand this. If you buy a coke that costs \$1... The total cost of creating the product was ~\$0.40. The rest of the \$0.60 has to cover “other costs” i.e. the company selling their stuff to you with ads/sales people calling consistently and other general stuff (administrative assistants for example) that are not even close to involved in creating the product.

So there you have it. Every single time you crack open a Coca-Cola or any general beverage item, realize that ~40% of the total cost is going to advertisements and selling expenses. The positive side... Notice the operating margins are significantly higher at 20%. A buck in sales leads to \$0.20 in profit *which will likely repeat in the future.*

### Licensing, Platform or Recurring Revenue

Consumable revenue will make you rich. Recurring, Platform or Licensing revenue can make you rich (faster). This is typically revenue associated with software companies but it can be

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applied to many other companies such as Netflix or even Facebook (since each user has to login to Facebook to get access to content).

In this case, you provide **\*access\*** to a specific resource that is constantly updated and improved upon. This causes the user to become attached to your platform and remain on the system long-term.

This is the absolute pinnacle of revenue generation. You have money coming in at all times. 24/7/365. The money flows in every single second that goes by as long as you have an install base. Your only goal is to grow the install base or **\*subscribers\*** every single year to generate more money. Since the platform is the same, your operating margins should grow rapidly as the subscriber base also grows.

### Licensing, Platform or Recurring Revenue - Example

Using Facebook again, we take one glance at the income statement and realize how *\*scalable\** the business is! Facebook is a Company with no real product, it is simply a social media platform where people sign up to gain access to content. The users are the product! Beyond that, they give out a ton of personal information so it becomes extremely easy to see what ads they will click on and what products they will most likely buy. Finally, the users give away all of this information for free (crazy).

facebook		
Full Year: (\$ in millions)	2015	2016
Revenue	17,928	27,638
Cost of revenue	2,867	3,789
Gross Profit	15,061	23,849
<b>Gross Margin</b>	<b>84%</b>	<b>86%</b>
Research and development	4,816	5,919
Marketing and sales	2,725	3,772
General and administrative	1,295	1,731
Total Expenses	8,836	11,422
Operating Income	6,225	12,427
<b>Operating Profit</b>	<b>35%</b>	<b>45%</b>

From a financial perspective, the only reason they have a gross margin line is because they determine that *"data centers and technical support"* should be the cost of revenue line. Essentially all the servers/storage devices and people tending to the overall data center (they have many) are the cost of the "product".



The second thing to highlight is the rapidly expanding profit margin. Since it costs practically nothing to add another user, the margin could potentially be as high as 99.9% per new user. This will never be the case because they are still hiring more engineers and sales representatives (working with advertisers), but the point is clear. **New users at today's level can be higher margin additions than before!**

## Setting Up Your First Business

Since we have no idea what you are good at we'll walk through the step by step on how to set up a website (for Consulting). This is a \*terrible\* way to make money. However, this way we can explain how to set everything up so we don't receive those questions ever again in the future.

**Step 1 – Domain Name:** Buy the domain name. Since we're doing a consulting practice you're going to buy your name which is [Your Name].Com. You will do this with any domain purchasing company such as NameCheap which is listed in the Approved products section of the blog.

**Step 2 – Hosting:** You can use either Host Gator or Blue Host (also on our blog). These are the two most common and both work perfectly fine for a consulting based blog.

**Step 3 – Install Word Press:** Go into your hosting account (host gator or blue host) and login to the control panel. Grab the WordPress icon. "Install now" into the domain.

**Step 4 – StudioPress:** Go to studio press and grab a premium Wordpress theme. These are good because they will automatically adjust to the screen (mobile, desktop, tablet) depending on the device being used to access your website (cleaner layouts).

**Step 5 – Add an About Page:** Create a basic About Page explaining who you are and what your niche knowledge is. You're selling your basic capabilities here.

**Step 6 – Create One Post a Month at Maximum:** Write one post about the skill/talent that you offer. No one will be interested in "opinions about life" and other such things so simply add value to the lives of the reader. Now when you need money you can consult based on your specific knowledge base.

**Step 7 – Delete All Social Media:** Unless you're already rich, we reiterate that you should have absolutely nothing on Facebook/Twitter/Instagram etc. When people search for your name all they will find is your professional website outlining your skills. Instead of being laid off from your career and having nothing, you'll be able to generate some income in a worst case scenario. If you get a lot of attention, then you can use social media to acquire new customers (a high class problem).

## Clean and Basic Consumer Example

Before we get into the next part (selling), we're going to provide yet another example of something extremely basic that can generate a living wage. This is going to drive home our same

points: 1) emotional appeal and 2) a clean marketing strategy. In addition, we picked one that would hilariously fit the name of the blog.



**Love is Lame Example:** That is right. A bunch of people created a sub-division for “Valentine’s Day” with the reverse as the primary marketing tactic. They sell gag teddy bear items with the phrase “Shit Bitch You is Fine” on the front of it. *You can laugh all you want because if you do, you’ve verified their business.* Their sales are primarily around Valentine’s day... but let’s think about why this works:

- 1) **Emotional Appeal:** People will search for funny items on Valentine’s day every single year. Unless the entire holiday goes away then the website will continue to make money every single year primarily in the January to February time frame. Since *emotions* are running high (\$\$\$ to be made!) they offer a humorous product during the holiday.
- 2) **Search Optimized:** Go look at their traffic by pulling it up on similarweb.com and you’ll find that almost all of it comes from search. This is an enormous percentage at 61% vs. 25% direct and a minimal 14% from referrals, social, display and mail combined!
- 3) **No Cost:** How much does it cost to actually make a teddy bear... you guessed it... practically nothing. If we look at the cost of a regular Teddy Bear (on Amazon) holding a heart with the word “love” on it (standard product), it costs about \$15. The well marketed product costs about \$21 (exact same height at 15”) and they offer a smaller version for \$17 (10”). So let’s run the quick math... The average consumer company gets around 50% gross profit, this would imply a cost of \$7.50 per standard item, and the product actually costs \$21 for the same stuff so the profit is \$13.50. They are making somewhere around 60%+ margin per sale.
- 4) **Quick Calculation to Profits:** Now that we know they are making around \$13.50 per sale, all they have to do is sell about ~10 of these items a day (on average). Selling 10 items a day will provide a living wage for most American families at \$50,000/year (low end estimate of \$25K a year if you assume just 5 sales a day on average).
- 5) **No Changes Needed:** The best part about this is that the website does not need to change. Maybe they can add a few more items to sell, but at the end of the day, it’s not something that needs to be updated ever again.

We’ve used a very basic example for three reasons. **First:** You don’t need to sell anything that is mind-boggling at all. By selling a basic entertainment product alone you can make a living wage. **Second:** You need a clean emotional angle with a clean marketing strategy that is \*forever\*. The cost of the product is dirt cheap to make which makes the business profitable. **Third:** There is no excuse. All you need is an emotional pull. With a basic website like this, you don’t even need a real brand or a ton of credibility. It is just a spin on a basic product that adds value in the form of entertainment. No need to recreate the wheel. (Note: if you’re interested in consumer items, we’d recommend theelephantpants.com – we estimate they are doing a couple million a year in profit. We are not associated with either of these websites. Check similarweb to see their traffic over the past 1 year – both companies).

Now that we've outlined the basic business models from worst to best (and an extremely easy and clear example!), it's up to you to find the path you want to take. Typically, most people start in some sort of consulting role and move into selling a product. However, there is no reason why you cannot start by selling a product from day one.

From worst to best: consulting, low-ticket sales, high-ticket sales, consumable sales and finally recurring revenue in the form of a license or platform.

At this point going forward we are going to assume you will no longer need hand holding in terms of figuring out what to sell. If you still have issues with figuring out what to sell, you'll need to go down the affiliate marketing route outlined in the later chapters.

## Start Selling

You have a product you want to sell. Now comes the most difficult part, selling the product. People believe they need the “best” product at all times which is a complete and utter lie. What they really need is a “good” product that works and a \*world class\* sales strategy. Execution is worth significantly more than the product assuming they are largely similar.

Now you understand why you’re starting your career in sales 99/100 times (investment banking, enterprise sales etc.) because you absolutely need this skill. You don’t even need a product to become rich because if you can sell another person’s product they will pay you to do it for them (as outlined by every single income statement in the prior section).

**Reading to Get a Baseline:** While we don’t recommend reading much once you have a business model up and running, we have to create a baseline to begin with. We have a two-fold process. While you’re working in your career you’re going to read everything you possibly can about copywriting and the psychology of sales. Here are some specific recommendations:

### Five on Sales

*“Secrets of Closing the Sale”* – Zig Ziglar

*“The Challenger Sale: Taking Control of the Customer Conversation”* - Matthew Dixon and Brent Adamson

*“The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal”* - David Hoffeld

*“If You’re Not First, You’re Last: Sales Strategies to Dominate Your Market and Beat Your Competition”* - Grant Cardone

*“Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions”* by Dan Ariely

### Five on Copywriting

*“How To Write A Good Advertisement”* - Victor O Schwab

*“The Copywriter’s Handbook: A Step-By-Step Guide To Writing Copy That Sells”* - Robert W. Bly

*“Break-Through Advertising”* - Eugene M. Schwartz

*“Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content”* - Ann Handley

*“Copywriting: Successful Writing for Design, Advertising and Marketing”* - by Mark Shaw

## The Basics of Selling & Copywriting

This book is titled Efficiency for a reason. While we have provided ten items to get you started, we’ll also provide the basics to selling online before you even read the products above. Since we’re assuming you want to earn money online vs. standard in person sales, we will tilt all of the information in that direction (you’ll see a lot of overlap when you read the recommended items above).

**The Framework:** Stories sell. This is why you should frame all of your ideas into stories: 1) problem that your customer has, 2) how you solved it, 3) what are the results of the solution and

4) why it is different. After that your \*must\* have a call to action to purchases/sign up. People complain all of the time and these are simply opportunities for part number 1. Help come up with a solution to the common complaint, explain how you came up with it and got results then follow through with the close \*buy this\*. If you can internalize this framework it will make all of the products you're selling 100x easier. (This is a standard and well known framework)

**Story, Example, Tell ("SET" Framework):** The goal of your entire message is to relate to your specific target audience on an emotional level by telling your Story. After this you provide Examples of the benefits you found from the solution being offered... followed by Telling the audience the reason to buy and of course to click purchase.

Once you understand the SET framework, you'll see it everywhere. Get rich websites always have a story of a guy who was broke and in debt (targeting masses) and muscle building websites always go with the "I was skinny or I was fat" followed by the story and current look. This is how it should be done, and our framework is easy to remember.

If you stick to the basic SET framework, you can then layer in more complex items and other sales tactics you've learned along the way.

**Know The Audience:** Since you know the product you're selling, you have to know the audience very well. Selling motivation to rich people who have already made it in life is not going to work because they will laugh at the childish marketing gimmick. Selling motivation to people who are lazy and easily persuaded will work.

Similarly, selling muscle builders to women is not a good angle. Before you create your sales \*story\* you need to drill down on the target audience and be as specific as possible: age, gender, with xyz problem.

**Emotion Sells Not Logic:** We've stated this a hundred times both here and on the blog. The key to keeping your text emotional is to keep everything more conversational (Google right brain functions). There is a reason why Donald Trump used basic words and phrases (increases audience and has more emotional appeal). Tell the customer to \*imagine\* what it would be like if they bought your product since it would solve XYZ problem. If you have trouble deciding which angle to go towards, choose fear of loss.

As an example if someone loses \$100 vs. gains \$100, the emotional negative pull of losing \$100 is not even close to the emotional gain of obtaining \$100. Broken record we know. Choose to sell based on **\*fear of loss\*** if they don't have your product they will **lose** something.

**Fear of Loss and Pain Phrases:** While it is true that a lot of good sales pages come from pleasure (desire for pleasure or pain) we have seen higher conversion rates from fear/pain vs. pleasure. So we're biased and are going to highlight a few words to try when using this angle: Avoid, Challenge, Dangerous, Imagine (when referring to removal of pain), Last Chance or Last Second, Remove, Right Now (a classic), Security (classic fear of loss focuses on security), Survive, Uncover (similar to discover).

**Make the Customer Visualize Before Trying to Close:** Instead of having the very first thing be an order button your goal is to go back to the framework. You're going to use descriptive visual and emotional words to explain the benefits before asking for the purchases/sign up. Once you've walked them through a visual (video sales products can work extremely well) you then close the sale.

The beginning of every sales page is essentially a hello to a new customer. You can create a semi-scientific approach based on how long people stay on your page... if they are leaving immediately something is wrong. If the time spent on the page is above average and your sales are stable & profitable you're in good shape (as a note, most people leave immediately so you'll learn by doing as always!)

**Whiteboard/Other Sales Videos:** Back in 2009-2012 or so Whiteboard advertising videos were all the rage (simply go on YouTube and type in whiteboard advertising). The videos are built extremely well. They essentially "suck you in". You can feel it. If you can feel it? Well... we all know that means more sales... you've tapped into more emotion.

We still like them and you can do other types of videos that are not 100% white board in nature. The one item of caution? It better be good. Unlike regular copy writing where you can change the text and make edits as you go, videos are extremely "clickable". Recall when you last visited a website with videos embedded into the page.... Did you click on the video? (vast majority will say yes!). This is both good and bad. It is also why we recommend working with a professional for your first attempt at making a video in the first place.

**Choosing a Website Name:** When you create your website make sure it is either www.name.com or it is name.com. Do not use hyphens and attempt to make it either short or memorable. The three easiest ways to name your website are as follows:

- **Incite Emotion/Attention:** Example LoseIt.com for an example for weight loss. (Yes loveislame fits in here)
- **Use the Exact Name of the Product Offering:** Example being CreditCards.com
- **Simply State the Brand Name:** Clear example being any company such as Pepsi.com

## Where to Focus Your Attention

There are two basic strategies for beginners, 1) text and 2) is taglines with "pre-approval" highlights ("as seen on XYZ major publication"). Since we're guessing it's going to be a niche site, you'll be starting with text, we'll go in that direction.

**Text Section 1 (Customer Acquisition):** The first paragraph is the most valuable paragraph on the main page. It should capture a lot of attention or connect with them emotionally (always target pain) so they read the first paragraph.

**Strategies include:**

- 1) Asking a question such as *"Do you find yourself doing XYZ (insert activity)?"*
- 2) Making the first sentence appeal to a pain point (noticing a trend?)

- 3) Using a leader at the end such as *“you’ll be surprised to see the answer to this and other problems have been discovered”* (XYZ will shock you!)
- 4) Avoid using the words “I or My” and stick with the word You to make a connection
- 5) Stagger out the offering to avoid losing people who are cynical/negative such as *“you could save/earn \$50, \$200 or even \$500”* to capture the full span of attention

As a final note, you should spend **at least 20x more time making sure the title & first paragraph are perfect** given that the vast majority will not go past paragraph one.

**Text Section 2 (Sales):** After the title, paragraph/headline are all set, you can move on to more normal tactics such as: testimonials, case studies, free gifts, limited supply.

- **Testimonials:** If your best friend refers you to a product you’re much more likely to buy it than if a sales person were to sell you on the benefits head on. The same dynamic applies to testimonials where you’re gathering positive responses to your product and layer them into the text. The best part, is you won’t need to change the text because it will be original and in a different tone than your sales page
- **Case Studies:** Self-explanatory... particularly for those who went to business school! You outline multiple case studies or “success stories”. How someone had issue X and used your product to solve it
- **Free Gifts:** In today’s world this is usually an informational product. If the reader isn’t sold yet, there should be a section to receive a free gift either after purchase or before (ideally both). For those uninterested in buying immediately, they can get a free informational product if they enter their email. When they click on the link make sure to have a “fill bar” show up where it says they are “50% there” so it seems as if they are progressing (this is why Linked-in does this, Facebook etc. the completion rate makes the reader feel like progress is occurring). On the flip side, your product ideally has an “added benefit” that would normally cost \$X to obtain on its own
- **Limited Supply or Time:** This is another easy one, you’re going to have limited supply or the offer is going to expire in X time period. This helps create a sense of urgency to purchase the product now versus later

**Text Section 3 (Close):** After using a variety of the techniques mentioned above you’ll get closer to the closing section. Here there are a bunch of other techniques:

- **Miniature Purchase:** If the price of the product is low, then you can compare it to something small that people consistently buy. This can include a cup of coffee, sports ticket or even an airplane ticket. Miniature purchase is relative to *\*overall value\** and should connect your product with something your target audience will purchase regularly
- **Subscription:** The holy grail is always subscription based income and here the same strategy is deployed. You’ll compare the cost to another recurring expense and use that as the value proposition
- **Comparisons (Also Known as Reframing):** Combining the two you’ll see the key item is *\*comparisons\**. How much does this product cost when compared to another product that has less value (or compared to the benefits it will bring). Then you’ll phrase it as \$x per

day/per month versus \$x per day/per month of lower valued item (value being what it offers not cost).

- **Focus on Lifetime Value of the Customer:** Lifetime value of your customer in product sales is significantly more valuable than the number of customers. To take it to the extreme, if you find one lifetime buyer of cars that could be 5x \$50K sales or \$250K vs. 100 “soft leads” that only gets three sales or \$150K. *Lifetime value of customer is always more important than the initial sale.* The most important part is that a lifetime customer is much more likely to refer friends which means a high likelihood conversion into another lifetime customer. Quality over quantity is real.
- **No Distractions and Assume the Sale:** If you are running a product website you are not going to have advertisements. These ads will distract your customer from the straight line path to purchasing your product. Anything that pulls attention away from the sales page is decreasing your profits so don't bother with it (the math never works in your favor). In addition, as you're getting closer and closer to the end of your sales page, you should assume the purchase. This is a basic sales technique and an example would be “after you use/say yes to product XXX we wonder what you will do with the extra (saved time/money/benefits gained)”. *Note: every good sales person (online or in real life) always assumes the sale is made before they even begin.*
- **Use Before and After's:** If possible use the before and after picture technique. A photo of what was occurring before the product was introduced followed by a photo after using the product (positive result). This is essentially a *\*must have\** for any physical change product (weight loss, muscle gain, skin care, cosmetics, etc.). They are the most engaging as people can physically see and likely feel the results of the product. While numbers and graphs are great, it is ideal to use a physical photo if possible.
- As a clear example you'll see this a lot in real estate renovations as well. They will take a photo of the kitchen for example then you'll either click on it or it's an interactive sliding motion with your mouse, to see the “transformation”. This works and is a good combination of both a before and after along with user interaction. Who doesn't like imagining their kitchen evolve from a mediocre asset to a high class area of luxury?
- **Influencers the Holy Grail of Sales:** Okay maybe not the Holy Grail, but it is by far the highest ROI you can receive if you're able to get your products into the hands of an influencer (automatic closed sales!). An influencer is someone with hundreds of thousands (even millions) of followers on a specific social platform. If they can validate your product by recommending it you'll make an egregious ROI especially if you can get it on the cheap (offer influencers free products). The one catch, is that people are becoming more aware of “paid advertising”. So you'll have to give up the product (take the loss) at an attempt to land a whale (influencer). If they can go to bat for the product without being paid to do so, you've hit pay dirt. While this is certainly not related to copywriting it is 1,000% related to sales. Keep a list of influencers in the back of your mind when you're launching your product and remember to check (their followers) to make sure they are real.
- Now the more common way (you'll see this on practically all product sites) is to say “As Seen On” - insert logos). Or they will say “Join X thousand or million subscribers/viewers per month!” As you're aware, good information is rarely popular at first. But. We're trying to sell here so forget about reality. Sell based on what works which includes highlighting the popularity (herd mentality).



- **Infographics and Photos:** This is a complex topic, but if you stick to the basics you can create a few solid infographics for your product. Keep the infographic structured with 5-7 talking points at maximum. People are more likely to remember items in groups of 5 to 7 (this is why phone numbers are 7 digits long). Have your website/brand logo etc., clearly displayed on the Infographic so as it gets shared... they will know where to source the information (do not make a size 2 font size link at the bottom, make sure it is legible without taking up more than 5-10% of the “real estate” on the page). Hand the infographic to a few friends that do not know anything about your product. This will allow you to see if their eyes move along the infographic correctly (how you would like it to be read) and secondly if it is interesting enough (send a test batch of page views to the page and see how long they stay on the infographic (100 views is typically more than enough). Finally, since we won’t know the product you’re looking to sell, google image search for infographics about your niche. This will give you an idea of infographics with mass appeal
- Photos on the other hand take significantly less work and are quite simple. People look for anything that shows results. Before and after photos. They look for inspiration (never see ugly people successfully promoting a new product do you). Scenic photos that reflect the feeling of your brand (weight loss should target feeling of more energy for example)
- **Sell Faster on Mobile:** This is likely obvious but we’ll add the quick item here. Since you’ll have a mobile version of your website along with a desktop/laptop version... Make sure it is very simple. The less chaos the better. Mobile phones should have a smaller number of choices with the primary choices being: 1) sign up, 2) read content or 3) buy now. Think about Twitter. It is essentially designed for quick information and that is exactly why their users skew much more heavily to mobile (around 80% typically access via mobile). To make an affiliate marketing example of this, mobile sales pages are like popups. Fast fast fast

## Maintenance/Follow Up: Keeping Customers and Saving Lost Sales

**Emotional Attachment:** In addition to using emotions to sell, there is another strange phenomenon where people will justify their actions. As an example, if someone shells out \$1,000 or more on a motivational seminar... In order to say it was not worth the money, *they would have to admit they were wrong*. That is a critical part of understanding the power of an emotional connection. Once the purchase is made the customer will typically justify the expense, the more it costs the more likely they will remain attached.

Since we prefer selling with fear (higher conversions) you’ll use emotional attachment with words such as “frustration”, “doubt”, “Anxious”, “discouraged”, “overwhelmed”, “paralyzed”, “terrified” and “worried”.

**Create Templates:** This is directed more to emails but can be done on a sales page as well. You’ll want to create basic financial calculations (even in an excel sheet) that explain the benefits. If for example you’re selling cookware that lasts forever, you can create a template that shows how much the customer will save over 10 years if they use your cookware. By creating an interactive item they will become much more excited when they type in their own opinions and realize the value of the good is higher than the cost. Importantly, if you’re unable to come up with a niche specific template, you can use questions where the customer clicks on buttons/boxes to essentially lead them to the sales pitch. **Interaction = more sales.**

It bears repeating, the more interactive and personal it is the more likely you are to make an emotional and person to person connection with the customer. In simple terms that means more money. In more complex terms, the reason why it works is you're essentially forcing the customer to justify the purchase. The customer just confirmed by typing, clicking, or highlighting that they need the benefits of the products (psychologically primed to buy).

**Don't Leave Yet Click Here...:** Now that pop ups can hurt a website (those annoying popups that ask for the email on your very first visit), there is an increase in "Don't Leave Yet!" popups. These are good and can help you retain some lost potential customers.

Essentially, you install a quick pop up when someone goes to the deadly X button to close the page. In the pop up you can either offer a free product (see section Text Section 2 Sales from the above) or you can attempt to obtain emails/or a low ticket item sale. While they are becoming more common now, we think they will increase now that the standard pop up is essentially going to way of the dinosaur.

**Emails:** If you're serious about a product... You can absolutely include content to help drive traffic to your website. What you'll do with an email is provide cold hard information. If you are selling cosmetics for example, you'll provide information on how to apply make-up. If you're selling muscle building products you'll provide free workout information. If you're selling custom suits, you'll provide information on style. So on and so forth.

Emails are either going to alert people of a new product release (what we used our subscriber sign up for) or they are going to provide large amounts of valuable information with rare sales pitches for your products (such as FYI this product is out). Again 90-95% of the content should be informative and once in a while you can link to a new product that is now available.

**Re-paste to Optimize Google:** While we don't like content sites, many are familiar with email marketing and content based marketing. In this case, remember to place all of your information based emails into your website and a separate "blog section". We will re-emphasize, this is not necessary but we are including it to keep this section comprehensive. If you're providing fact based information, Google will push you up the website rankings. If you're getting bigger and bigger sometimes Google will even manually check to make sure the information is accurate. Finally, be sure to upload it before the email since Google punishes websites for plagiarism.

**Product Review:** There is a reason why companies ask for feedback on their products. They know that if they get high marks you'll likely recommend it to a friend (they also ask for that as well). This is exactly why you should go for product review questions first. If the numbers come back high, then you're in great shape. It means that practically everyone is satisfied with your product and will likely recommend it to their peer group.

The second part is asking for specific problems it solved. Get feedback in two ways 1) why they bought it and 2) what problem it solved for them. They may not be the same. If they bought it for XYZ reason and it solved a different issue... You may need to change your sales pitch. In addition, it may mean product edits to help solve the original problem they had! You just never know. So it is best to leave it up to your paying customers to tell you. Besides, *the life time value of your customer is significantly more important than praying for a one time sale to another customer.*

**Look for New Pain Points:** Another piece of the product review is making sure you find out if there are other issues that have not been addressed. This should be music to your ears because it means you can create a second product for the same customer set. Ideally, they buy product A to address problem A. However... They note in their review that they are still seeing issues with problem B. If a large chunk of them make the same comment (let's say around 30-40%) it is likely worth looking into.

The one trap to avoid is building the second item immediately. Until you've already flushed out the majority of the edits/improvements in your current product you can go ahead and leave the second idea on the shelf. Learning how long to wait is more of an art than a science (okay we'll go ahead and say 3-6 weeks). Complete all the effort on product A, get it close to perfect (nothing is ever perfect) and then revisit the idea for product B.

**Stalk Your Competitors:** Pay attention to your industry only. There is no reason to pay attention to other sectors (losing valuable time). Information can be gained when watching the advertisements of your competitors. You should visit their websites, read their ads, watch their social media accounts and track their web traffic. You'll get a knack for understanding how much they are making, if they are buying traffic (lower profit margins) and what items are selling the best for them. While you won't learn everything, you'll certainly pick up a few new ideas to add to your current sales funnel.

As a note, copying the competition is just not a good use of time. You've already seen copy-cat websites for content... It is even worse for products. There has to be something a tad unique (it can be the sales technique/branding if nothing else) but it just can't be a regurgitated product. The difference between copying and learning from the competition? The strategy. Ask why it is being done that way and then ask if it will fit into your model. Sometimes it actually won't! Just remember to focus on the strategy/messaging that they are using.

As a final note, even though we've clearly stated copying won't work. Thousands of people will try it anyway and they will burn valuable time trying to replicate something that doesn't fit into their strategy/process correctly.

**The Follow Up – Execution is Everything:** Saving the best for last. The constant revision period. Just because you've sold something doesn't tell you why you've sold it. In addition, just because your conversion rate is X% doesn't mean that is the optimal rate. And. Last but not least... just because one target audience is working... doesn't mean you've targeted correctly.

This is what \*execution\* is all about. Execution is more important than a good idea (MySpace vs. Facebook). Execution is why athletes have no problems teaching the game to someone else (executing is where the real magic is). Execution is also why we have no problem giving out everything in this book (most won't succeed due to mis-execution and most take their eyes off the ball unable to adapt to changes in the future). To cap it all off, if you sell into a major space there are thousands of competitors in the first place (otherwise the space wouldn't be an \$X billion dollar market).

## Basic Tips for Your Idea

Our guess is that you'll first learn how to sell a specific type of product (diet, skin care, muscle building, insert anything) then you'll branch out to starting your own product. We don't need to include much here since you'll learn how to do this on the fly but here are some basics.

**Production:** For producing your product, the best bet is to 1) read the packaging or 2) go to industry events/meet ups. If you are going to make a specific diet based item, you'd look at the packaging of the competing products to see where they are made. In addition, you'd spend a couple of days attending an industry event for your specific niche. Since we do not know what niche you'll target we can't give much advice here except to search for "XYZ industry conference" and see what pops up. If you do this for affiliate marketing in general? You'd find a ton. If you do this for practically any industry you'll find a handful of events. Simply pack your bags and attend. During these industry events you'll find many companies that help produce products.

**Marketing Wins:** Since you're towards the end of this book you already know the answer: *"Most products add minimal value and generate sales due to marketing"*. Brand name products, status items and magic pills are lucrative businesses because people don't want to do any actual work. The supplements industry is probably the worst as guys inject themselves with steroids and sell \$50 bottles of XYZ product to build muscle when the steroids themselves cost significantly less than the fake bottles that "build muscle".

Why does it work? Well... people would rather take a "magic pill" than do actual work (heavy lifting, dieting) or even worse injecting a product "invasive process" (i.e. pain). Funny enough, that is exactly what they are doing to sell the bottles in the first place.

In short, the product doesn't need to add a lot of value. Your product simply needs to make the person feel good and avoid any sort of pain (do not try to convince people to do ANY actual work for ANY product: diet, skin, make money online etc.)

**Customer Service:** The Third differentiating item is customer service. If there is a specific restaurant or bar you enjoy that doesn't exactly fit your needs all of the time... But. You find yourself going back over and over again... It's probably due to customer service. If you're good at sales then you'll also be good at customer service so we don't have to add much. **Just remember that life time value of the customer is the most valuable number.**

Even though that sentence is underlined and in bold we have no doubt that many people will read the whole book and decide "it's best to try and churn and burn my way to the top!" even though we've stated numerous times that the churn and burn model is terrible. Good sales + Good Customer service = highest lifetime value of customer. Highest lifetime value of a customer means you earn their trust and they enjoy coming back to purchase from your online store (repeatedly). Don't burn your customers and have exceptional customer service

## People, Process, Product:

This is essentially what needs to be looked at when deciding if your idea will work. While we have outlined how to test it, we'll summarize it into those three items (People, Process, Product).

We've gotten emails from people in various backgrounds but we'll try to highlight where the mis-steps typically occur (in broad terms).

**People:** We've found that acquiring customers and finding the right "risk loving" personalities are the two most difficult to find. While you should never quit your job to follow some "idea" you should also know when the risk/reward math tilts in your favor. When it does, it should be an \*unemotional\* decision to say, okay this is worth pursuing. Secondly, when it comes to acquiring customers, if you've tested the product, you should realize that some advertising and smooth execution (process) will work since the product is good.

**Process:** Let's look at opposite ends of the spectrum. Someone who is in the military can likely organize and get something done in an extremely mechanical manner (great skill). On the flip side, an artistic person feels bogged down by rules so they can add a lot more creativity. Now you know what's next... the ideal is in-between. We have no proof of this, only anecdotal evidence, but artistic people should use their skills to create something that can be \*turned into\* a smoother process, while people with more "rules/military" backgrounds should take some more risks and think more creatively. By finding a balance between the two you end up getting both "product and process". As you can see, we'd wager that artistic people do a better job of creating a differentiated \*product\* while military type people do a better job at organizing the \*process\*. Now you know why established companies enjoy hiring military people (there is a process in place for them to execute).

**Product:** As you already know, you'll be creating a product that 1) has emotion and 2) will generate money. We've given a few examples already with theelephantpants and loveislame (no we are not affiliated with either).

## No Need to Hire People

If you're running a small scale business (ability to get to seven figures per year in annual income but tough to get into the eight figure range) then you don't need to hire anyone. That is right. The best part about operating a business online is you can do this by yourself or with a small number of highly trust people (2-3 at most). You can then broker out all of your "problems"

If you need a specific task done that is outside of your core competencies, then you can hire an outside agency to do it for a flat rate. This means you don't have to worry about a payroll. You don't have to worry about hiring and firing. You don't have to worry about "management" in general.

If you end up getting bigger and bigger? Well... You may have to hire people. We call that a "high class problem". It means you're already rolling in money and are forced to hire some people to scale even more. If you don't feel like hiring people? As stated here you can make seven figures without hiring a single person. To wrap it up, all of these comments are related to online product sales and are not related to other industries (since we don't know them).

## The Two Don'ts

**Don't Produce without Sales:** We thought this would be obvious however, many people actually do this. Before you spend \$50-100K creating your product it is best to see if you can sell the product in the first place. Under no circumstances do you create a product without seeing if you can sell it first.

There are two easy ways to see if you can sell the product: 1) affiliate marketing – legal way and 2) purchased traffic to a sales page.

The first way is quite easy, you sell a product that would compete with your current idea. If your idea is to sell earrings... It is probably best to see if you can sell earrings created by someone else. If you can't convert a product that already has demand, it will be significantly harder to convert a new product since you'll have no brand recognition on day one.

The Second way is to buy traffic. If you're absolutely convinced that there is demand, you should buy traffic to a sales page (a few thousand dollars is fine). Once the traffic says it converts at X%... Then you know there is real demand for it. Shut down the website and all of the ads. It is time to move onto production.

Finally, if you test demand this way, you should have an "error page" show up when they click buy (do not charge their card unless you want to go to jail). The error page user visits is your conversion rate.

**Don't Assume A Strategy Will Work Forever:** This is online sales after all. If you become an expert in video ads... they may go out of style in the future. If you're an expert in standard copywriting... That may not work in 10-15 years. So on and so forth.

We've given out a ton of ways to sell from standard copywriting to videos and it is up to you to decide where to start. Once you master one strategy, it is best to either 1) diversify your skills or 2) hire an expert in a different type of sales or 3) work in a team where each person is responsible for one piece of the sales funnel (making the videos or updating the text etc.).

## Affiliate Marketing Industry Overview

“How I made \$862/day over night by going into affiliate marketing!” You’ve seen these ads. We’ve seen all the overnight success stories that are touted by the bigger “names” in the space (simply google affiliate marketing blogs).

We’ll give you the true ad... *“How I used Cloakers and went against Google/Facebook’s terms and conditions to make thousands in a day and continuously farm accounts to keep my income stable”*

We’ll go over the industry, how to do it (legitimate and non-legitimate) and why the cloaking side is always going to be there. The short answer? The penalties are too small and people will always look for new ways to get their non-compliant ads up.

### Overview Of Traffic

**Social Free & Paid (Instagram, Facebook, etc.):** If you were doing something legitimate (not cloaking) you’d angle to obtain influencers to send traffic to your legitimate business. In the world of affiliate marketing, most are creating pop culture fake content to then send traffic to a non-compliant landing page. This is why you see offers such as: “we’ll pay you \$25 to write just 400 words”. It can’t be plagiarized or it’s easier to catch. They use the low quality content to fill up “fake news” websites. In short, they are creating fake content as a front to then send traffic to a non-compliant page.

**Native Web/Mobile (Taboola, RevContent etc.):** This source was absolutely overrun with sketchy affiliates cloaking and getting shut down faster than a broke & ugly guy in SoHo (for those in the industry, they’ll know which source we’re referring to). Naturally, when you see the affiliates run to one source there is definitely money to be made. That said the game is largely the same since your whole goal is to arbitrage traffic.

**Search & Paid Search (Yahoo, Google AdWords etc.):** This is pretty simple and boiler plate, there are two ways to do it “white hat” (ethical non-criminal way to gain SEO rank) and “Black Hat” (SEO that don’t follow rules and can get banned). Generally speaking, anytime one goes down the sketchy banned route, they are going to see spikes of income followed by a ban, followed by farming more accounts... (merry go round).

In short, the two ethical ways to learn the basics of search is to 1) play with google keyword tools and learn the primary high searched keywords to target and 2) get familiar with Google AdWords and if it converts for you you’re going to want to immediately search for another way to make money because it could die tomorrow!

*Note: legitimate Google keyword tools are easy, you type in the product you’re looking to sell and create content around that key word targeting a search term that has low competition but a decent number of searches ~100-1,000+ a month for example.*

**Mobile Pops and Display (Widget Media, AdModa, etc.):** This *\*was\** a great space and we’re not involved anymore at this time. We have no doubt there are people making tons of \$\$\$

off of it however, the dynamics seem to continue to heat up competition wise vs. being more stable. The problem we have found is that the bids go up too quickly. Generally, it is easier to work with consistency (the four methods listed above) vs. what appears to be the wilder of the Wild West in Mobile/Display. Not to mention all the bots.

## Overview Of Offers

We already gave the main ones out earlier in this book but we'll go ahead and give you the categories more clearly:

**Technology Support/Adult/Financial:** We have skipped these three as we never got involved with them. It's the same concept again. People are lonely and want an easy way to meet the partner of their dreams. Technology support can be profitable... we just never really got involved and the financial side just isn't worth it from a \$\$\$ perspective. Financial is better done as an organic item (no affiliate strategies) since it's hyper competitive where big players are willing to work in the red for long periods of time (enough for you to go BK).

**“Free Money” (Gambling, Sweepstakes):** Ah yes... people don't want to work hard to stay in shape or get ripped and they don't want to be forced to do anything for money. This is why Las Vegas is largely a place for degenerates now that the economy has improved. Anyway. We have no doubt you've seen ads for Bingo and Slots on the Internet and that's because it is becoming a much more lucrative space. The last group is sweepstakes to win big \$\$\$... just get them to put all of their information through the system.

**Looks (Diet, Skin, Muscle):** As usual we'll start with the bread and butter insecurity factor: 1) overweight people, 2) aging women and 3) guys who want a “trick” to get ripped. These categories will never ever go away.

People are unwilling to put in the work to fix any of those three items (losing weight takes work, eating healthy takes work, lifting correctly takes work). The beauty of these items? If you can get one down solid... you can live off that market forever.

Naturally for those in “men's self-improvement” most of the ads you'll see are all depression/anxiety/T-building medications (no they don't work and are likely horrible for you).

**Gaming:** Primarily mobile. You're going to try and profit off of the enormous gaming opportunity by getting as many downloads and sign ups as you can. We don't even need to remind anyone of how much money was made off of Pokémon Go... with everyone walking around like fools for hours to catch a fake item that only exists in the digital world.

**Leadgen:** This is probably the cleanest one to understand for a newbie, you're gathering up leads for people in high paying positions such as lawyers. These service type items will be around, just not as lucrative as the items that target real pain and misery (health/money). Other segments could include Insurance and Health... any sector that collects information and pays you for it.

## Overview Of Advertising/How to Get Ideas for the Ads



**Native Advertising:** While we've focused primarily on the other buckets, this is becoming the most popular since the content appears to be less \*sales oriented\* to the viewer in the form of infographics/videos etc. We would again refer to TMZ/Yahoo as good examples where items will say "*sponsored posts*", "*promoted stories*" or just below a section labeled "*you may like*". We think this description is solid enough, however if you'd like to learn more you can google "*wordstream native examples*" and pick up the basic overview.

Native advertising from a monetization standpoint is simple. Decide if you're going to pay per click (PPC) also known as Cost Per Click (CPC) – the user clicks on the ad **or** pay per thousand (CPM), where you pay out money for 1,000 impressions (views). In the case that you decide to go by the CPM payment method, you'll have to track how many people click the add (CTR) and calculate how many conversions you receive.

Now we know you've already figured this out, but if you're going to go the CPM route and pay for impressions the ad needs to be scrubbed clean to be as attractive as possible for your target audience. By paying for impressions you're also diluting the audience over time because your "target group" will eventually be exposed to the ad.

**Pictures to Use:** We think that Yahoo is a little bit better than TMZ (as a reference point). Unlike TMZ which has a section that says sponsored content where it is all headlines (as of 2017), Yahoo has a ton of photos. Now we're going to assume you've already decided what you're going to sell (based on the Offers we provided earlier). Here's the quick set up to get the right ads to show up: 1) get onto a computer and clear the search history, 2) create an email account – not your primary one, 3) login to the account and begin searching the web aggressively for topics related to your offer such as "how to bet on the world series" (gambling) and other such items, 4) go onto Yahoo. Since you'll be searching and clicking around on items related to what you intend on selling, scroll down and look at the left side.

You'll get some ideas immediately. You'll catch images of people with strange eye colors, gifs/short videos that call for attention along with basic standard photos (all depends on what you're going to sell!). Importantly, most beginners seem to focus more on the title than the photo. That's a huge mistake. Take a look at what social media platforms are more popular (hint Instagram and Snapchat) and also look at your own use of social media... see how you get more clicks when you use photos? They matter and likely matter more than the title!

**Titles of Ads:** Now that you have the "right" ads showing up you'll see what the top performers are doing with headlines to at least get an idea of what works and what doesn't. We think TMZ is better in this case because they have a section where the advertisements are all in text form.

Yes... those ads that say bizarre trick, "shocked", mom makes \$100K/year from home etc. *all work otherwise they wouldn't be paying to put them there*. Since you're just getting started, go straight to the high traffic areas and get an idea for what the big guys are doing so you have a starting point. Once you have a small set of permutations to play with in terms of titles you can drill down into more specific targeting (niches) and eventually you may be placing your ads on every single high traffic source in the world!

This will be clear when you scroll through Yahoo and TMZ but remember to make all of your titles dynamic. This is similar to sending an email where it automatically fills in the person's name "[Name], sales email text". Instead, make sure all of your titles are dynamic if that is the item you've chosen such as "looking for women in City XYZ".

While we never got into selling adult content if you want to see what we mean, just go onto a handful of porn/adult websites and you'll see popups that immediately triangulate your location. Finally, once you get started you'll play with every single type of native advertising item.

**Popup Ads (Popeller Ads, Gunggo, DNTX and others):** We're suggesting you avoid this if you're starting out. Most people are risk averse and do not want to put up the cost to get onto a better server. With popups you're dealing with massive increases in traffic which will only function well (load quickly) if you have a solid server. No reading between the lines here.

We suggest that you keep a large amount of money to pay for traffic instead of paying for servers to run popup ad campaigns. Once you can successfully use paid traffic and arbitrage away the spread (cost you're paying based on ad type), you'll be good enough to move to popups.

If you go down this route you're going to essentially make the following changes: 1) buy high performance servers, 2) we're in the game of traffic arbitrage this is always the case, 3) the standard way people earn money when they go the pop up route is as follows, get the cheap traffic, send it to a redirect network (such as redirect.com ← unsurprising name) and find the profitable countries, 4) the other way is by using extremely aggressive sales tactics on the popup page, if you're scared of selling this is definitely not going to be for you.

*Hint: Now what if someone were to create a bunch of random websites with pretty terrible pop culture content and buy popups to go to that website... Then decided to put up their own ads that made slightly more... then did this repeatedly... We'll let you guys fill in the rest.*

To conclude this sub-section... the one huge benefit of at trying to do Popup Ads? Exposure to a ton of different landing pages. If you find one that is profitable and notice a huge error on the page and can improve the return... the middle man gets cut out and you essentially increase your spread.

**Landing Pages:** We'll assume you're familiar with general sales tactics since we've recommended reading Ca\$hvertising for quite some time. You're going to "steal" a landing page format from someone else. There are few variations of landing pages out there for each type of vertical (diet, gaming leadgen etc.).

Once you've grabbed one of them use the tactics you already know: 1) "scarcity" where only X remain, 2) a time to purchase – no different than holds where it says you have X minutes to buy or else we can't hold your slot, 3) make sure all the titles follow the rules listed above where it's set to target that particular city/person and anything else about the person such as the device or pre-qualifying them for the offer, 4) audio notifications, 5) percentage completion once they click they are "50%" of the way to being done and 6) several sketchier methods that many affiliates use such as browser trapping which you will be fined for

**Split All Traffic:** This is similar to “A/B” testing. If you’re going to launch a product you A/B test meaning you send one idea to one half and the other idea to the second half (within the same demographic). You then choose the one with the better response rate.

You’ll do the same exact thing with all of your traffic since you’re going to watch it like a hawk.

Figure out what type of user is converting on page A and if you find a trend then create a separate page to tweak for the second sales funnel. This is essentially a secondary “A/B” test. You’ve optimized correctly for the first group of people. Now you’re optimizing based on the results for when it goes live.

Now you know why everyone talks about sales funnels in affiliate marketing.

*Note: you can also create a landing page where the person gets to the offer after \*trying to leave\* the page (many websites use this tactic).*

## **Affiliate Market Industry Deeper Explanation of The “Dark Side”**

**Practically All Affiliates Get Rich by Churning and Burning (Cloaking):** Go onto a major website such as TMZ.com, Yahoo etc. and there is a high likelihood that several of the ads you see are cloaked. This means the following: 1) if you are the targeted person for the ad you’re sent to a sales page with aggressive (typically non-compliant sales techniques) and 2) if you are not the target audience you’re sent to some harmless website related to the same topic. **The vast majority** of the affiliates you meet got rich using these tactics because the profits are extremely high. You send all the “auditors” people working at Google and Facebook to \*clean\* pages while the affiliate is essentially scamming the target audience with aggressive sales. They are churning and burning through tons of people with non-compliant product until their account is banned (caught).

When you click on an ad that says “This Diet Pill Will Shock You!” you’ll typically see a harmless page since you’re not the target audience. Here is a specific example so everyone understands how cloaking works:

**You:** You’re a normal guy clicking on a diet ad that says “Shocking way Amy Lost 80 pounds. Doctors hate her!” Since you’re not an overweight guy and you’re not the target audience, you’re sent to a standard compliant page with nothing. It is typically a page related to the product but with nothing going on (sometimes you’ll click on a link that’s cloaked and it’ll send you to google.com).

Facebook/Google Employees: When someone who works for one of these firms clicks on the ad, they are not the target audience so it is sent to some bunk page (ideally related to the product). This is becoming more complex by the day and if they find non-compliant items the account is banned (naturally the affiliate just goes and buys a new Facebook/Google account from another person to restart the process).

**Target Market:** Amy the overweight lady who lives somewhere in the USA, clicks on the ad. Instead it sends her to a non-compliant ad with aggressive sales tactics. Sometimes these non-

compliant ads will even have fake videos of Dr. Phil or some other celebrity approving the product.

**Why Does This Exist?** Companies that sell products love affiliates because the affiliate is willing to use non-compliant ads that the Company is unwilling to create! In addition, the affiliate doesn't really get hurt, all they do is have an account banned or have some meaningless shell company shut down in a worst case scenario.

We have no doubt you've already seen these ads and of course they target the most common insecurities we touched on before: muscle building pills for men, diet and skin care products for women and this *"video course will help you make money in your sleep!"*

No matter what we write people, are going to run non-compliant advertisements. This will be prevalent for the remaining history of mankind. The typical person will start cloaking ads with something such as JustCloakIt (a fraud prevention tool) and grow from there. The real deal guys making a bunch of money cloaking build their own software as well so the scam lasts longer.

The affiliate marketing industry is a lot like the illegal athletic performance industry. The criminals constantly find loopholes and hacks to make sure their illegal ads will be seen. If you're in this for the long-run (ideally the legal version) you'll eventually stumble on illegal pages such as "diet pills" being approved by some celebrity... or brain pills being approved by some scientist (without them knowing of course). They are so desperate for money that they are willing to risk going to jail (they are difficult to catch if sophisticated enough).

Just how much money in the affiliate marketing industry is made from cloaking? A ton.

We'd go as far as to say 100% of the fast money from affiliate marketing is made from cloaking. Now we have no idea if those numbers are 100% true (impossible to see) since no one would admit to running tons of illegal offers in the first place.

**What is In Store for the Future?** Well everything is becoming much more commoditized. Sure some people are making legitimate money without cloaking but the fast money is in cloaking. Nowadays "cloaking" is seen as a legitimate business model (it isn't) and people are now farming accounts. This means they are either going through a supplier of accounts (pricing keeps going up as the farms know their value) or they are working to find contacts within their own lists.

What does this all mean exactly? It means all of these people will be obtaining new credit cards, new IPs and new server domains (clean) constantly. After getting banned from one source (say Facebook) they have to go through this process again and repeat it.

The profits are \*through the roof\* where you can make \$10,000 in a single day so we don't see this slowing down. Affiliates are the grimmest people on Earth and will do whatever it takes to squeeze more money out if they can.

So to wrap it all up you can see there are really two options and two choke points.

## Two Options

*First Option:* You will work in a team where you do a revenue share model. You will get screwed in this system as the “team” can see what you are doing and how much you’re making. They will then copy it and double dip (prisoner’s dilemma). Or you may get lucky and find a stable team.

*Second Option:* Figure out how to get a lot of accounts yourself and work alone. This means you’ll be well versed in making the right ads, advertorials and turning accounts profitable. Since you don’t have to contract out tasks... you don’t work with people at all (continuous split testing as outlined above)

### Two Choke Points

*First Choke:* Obtaining accounts. The new affiliates that claim to be “legit” making a killing in a single day are cloaking as we already mentioned. So the choke point here is being able to find more accounts as the “identity” gets banned.

*Second Choke:* Profitability. Once you have messed around with turning a profit you should have a decent system in place to get an account profitable. A little bit of luck never hurt anyone.

**Why Is This a Long-term Bad Model?** We’re sure you can see the issue. As you continue to get your pages banned on Facebook/Google you’ll need to “farm” more accounts. These are eventually banned as well once the platform such as Google and Facebook learn more and more about catching non-compliant accounts/pages.

You’re essentially chasing these huge daily spikes in income followed by a nice zero or negative number. We have no doubt that more and more people will end up cloaking so there is no reason to claim this economy does not exist. People are going to do it no matter what so we had to include it here. Yes all those guys claiming they are “clean” are likely lying to you (probably 99% of them).

### The Step by Step Process

**Step 0 - Get Server and Domain:** No different from starting something real, you’ll need a server and domain name. The type of server and domain name will depend on what segment/vertical you go after. We can’t choose this for you and don’t know which one you’ll be good at... That said, if you can master **diet or skincare** you’ll never have to work in any of the other verticals. They are the largest.

**Step 1 – Get Network Offers:** This is something like Commission Junction or Convert2Media. Here you’ll constantly look for new offers. Find the one that is most profitable and never become emotionally attached to any network. Since you’re an affiliate you’re going to jump around because that is your advantage in the first place. If the offer isn’t great, time to move to the better one. Remember to call if you can’t get onto the offer because they are taking forever to process it.

**Step 2 – Get Traffic:** Self-explanatory here, find a traffic source. This can be Facebook it can be Taboola it can be anything. Similar to Step 2 this is your decision point as well (you’ll end up using all of them anyway).

**Step 3 – Cloak?** You now know the reality of how most are making money. Decide if you're going down this route or not. There are really three common cloakers and the real money is in proprietary software since (as mentioned above) it's being viewed as a "real business". All that means is more competition.

It used to be difficult to do this step. Not anymore. So go into it knowing that more people will do it.

**Step 4 – Rip Good Pages:** We outlined the items earlier on how to find the right ads. Click around find it and rip it. Everyone is using a similar landing page and a similar ad. No need to recreate the wheel just rip the commoditized product and move on.

**Step 5 – Farm Accounts:** If you decided to go through the hassle of having accounts banned and constantly going through the cloaking route... You're going to have to farm accounts aggressively. As explained earlier this is either working in teams, buying from suppliers or doing it yourself.

**Step 6 – Additional Items:** If you deal with large amounts of traffic you'll likely buy more tracking software such as Voluum. You'll find more of these products as you scale.

<b><u>Step 0 - Server, Domain</u></b>	<b><u>Step 1 - Get Network Offers</u></b>	<b><u>Step 2 - Get Traffic</u></b>
Covered Already Set it Up HostGator/NameCheap	Amazon ClickBank Clickdealer Convert2Media Commision Junction LinkShare	AdBlade Bing Buy Ads Facebook Google Lead Impact Media Traffic Rev Content SiteScout Taboola
<b><u>Step 3 - Cloak?</u></b>	<b><u>Step 4 - Rip Good Pages</u></b>	<b><u>Step 5 - If You Cloaked</u></b>
JustCloakIt FraudBuster NoIPFraud Propriety Software	Recreate Ads Recreate LP Keep Track of Others	Farm Accounts

**2017 Scams and Changes:** For fun we're adding this paragraph. The latest changes have been absolutely hilarious. In 2016 we saw a mass traffic movement to Taboola which then saw diminishing returns as accounts were constantly banned as more and more people attempted to cloak on the platform getting caught, banned... rip and repeat.

## Wall Street Playboys, LLC

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In 2017, the level of shade increased. People have started using fake Costco/Macy's pages saying "Hey we're going out of business, sign up for a free sample" followed by upsell or straight illegal sell. This has gotten so bad that the actual merchant accounts have \*halted payments\* so these elite scammers have essentially killed off a major revenue source. *Unrelated Note: Lead Impact went belly up... one of the oldest traffic sources.*

Overall, we think affiliate marketing survives however... it will become more commoditized (more people will just cloak). Over time, the affiliates will continue to take on more risk. There are always legit and non-legit ways to make money through affiliates (it just won't be as lucrative as it was before).

The fact that people were willing to go down the route of being outright shut down by merchant accounts should be a sign of the future of affiliate marketing.

**Final Thoughts:** As stated earlier, you're better off going ahead and creating something real. That said, people are going to do the affiliate route anyway and cloak with non-compliant product incessantly (so we had to cover it and explain how these "geniuses" are really operating).

The real problem here is the incentive structure. Does it really matter if Facebook bans an account or if Google bans one account? There are no real repercussions for a grimy affiliate who constantly burns through accounts. How do we solve this issue in the future?

Massive fines or prison time. At the end of the day this won't happen though (least not in the near future).

Unless there is a way to align incentives people are going to do this... over and over again until the only real differentiation is more complex cloaking software. That's the future as we see it. Therefore better to build something real as outlined earlier.

As a fun note, if you build something legitimate the tools offered now actually lead to higher conversions when compared to using cloaking tactics (I.E cloaking leads to a \*lower\* ROI if you have a real solid product – Life Time Value of Customer is significantly higher).

Before we end this section we'd say the sketchy route has potential for \$2K a day in income or ~\$730K a year (for a new entrant). The legitimate route is naturally unlimited as you're using Facebook/Google appropriately and won't need to cloak anything (if your product is good cloaking actually \*hurts\* your returns because you don't have to constantly upsell, upsell, upsell).

Many people end up going down the affiliate route for a few years... burn out and start something legitimate.

## Leaving Your Career

At this point, you've either made it the "normal way" by building a bunch of legitimate product sites (or buying and fixing them using Flippa) or you have gone full throttle into Affiliate marketing. Once you feel that you're "close" to being done it's time to go ahead and leave the Career.

Our strategy for leaving a Career is certainly not for the faint of heart. When your business is running smoothly (enough for you to live), we strongly recommend bleeding the cash flow dry. Since you likely have several raving reviews, it will take the Company at least a full year to get rid of you. You can simply decrease your effort level every single review cycle until you're out the door.

**Can You Get a Full Year of Income?** It will not be easy to negotiate a full year of income as a severance package. Unless you're working at a prestigious firm for 10+ years it is going to be difficult to get 12 months' worth of income. Sure there are exceptions... But... It is significantly more likely that you'll obtain a number well south of 12 months.

The bigger question is this... *Can you get away with doing the minimum for a full year?* The answer is an absolute yes. With a few short years of positive reviews, all you need to do is perform at or around the middle of the pack (no more, no less!). Sure you're not going to get a big income bump, you're likely flat lined, but you won't be doing much. Collect the large paycheck, health insurance, a 401K match and continue in cruise control.

To crystalize this point, we think you should have no problems going down this path. You're not doing anything wrong. Sure it doesn't "feel" right giving 50-60% instead of 90-100% but... Look at all the employees in your Company. You'll find several people who are not pulling their weight. You'll find several people who are simply "liked politically" who did not receive their positions due to merit. You'll even find younger employees in non-revenue generating roles that wouldn't even obtain that position without some sort of "hook up". Instead of being bitter about all the inefficiency in a company... become unemotional about your decreased productivity.

**How to Fade Off the Gas Pedal:** Since we're recommending that you bleed the cash flow, we'll also outline a way to fade off the gas over time. Importantly, this assumes you work in a sales related position.

First, focus efforts on the largest paying accounts. We do not know where you will work, but if you're in a sales/revenue generating role there are a handful of clients that make up the majority of the P&L statement. Instead of focusing on say 100 different clients, narrow the focus to the top 50 and begin fading a bit on the bottom 50. This will free up a substantial amount of time and practically no one will notice if you are getting positive comments from the top accounts.

Second, delegate more responsibility downward. Since you're not interested in staying for the long-haul, handing over the low-end accounts to junior employees will save you a lot of time. When you're handing junior employees more responsibility they are less likely to complain and



you may even be viewed as a strong “leader”. Not only are you doing less work but you have potential to make more money as well. Your downside is that you’re replaced with a severance in a few years and that’s also perfectly fine.

Third, adjust all of your meeting schedules. The goal is to avoid showing up to the office in the morning. If you typically stroll into the office at around 9am then you should schedule meetings at around 10-11am. Play with the timing. The goal is to avoid the actual office visit freeing up another 60 minutes of time in the morning to work on more important items (i.e. your business)

Fourth, set up a VPN. Either use your actual work computer to login to a separate home computer (we do not recommend this as there is too much risk) or bring a secondary computer (we recommend this). By having a second computer at work you can simply make up a bizarre excuse for the secondary item. A good one is saying the work computer didn’t function properly so you have some notes on the other computer. Works every time.

Fifth, time to get sick and have more personal appointments. Most people do this the day after the Super Bowl (they spent their whole weekend drunk), YOU on the other hand will be using these additional days for your business. Ratchet up the days you’re taking off and of course... time them after a major meeting so less people notice. As a quick example, if you re-upped a contract with a large customer (see point number one), no one will care when you take a few days off after the event.

Sixth, avoid all politics related items. If you were previously playing the political game by being involved in unimportant events such as recruiting, holiday parties, fund raisers etc... Kill all of it. There is no point in burning a single second on building more political capital. Your goal is to sustain your current income by focusing on the money making items only.

Seventh, no chasing. Forget about the days of chasing new potential clients by yourself. You’ll operate on a pure referral basis from your core group. This materially decreases the amount of time you spend chasing the next sale and also materially increases the chance that you’ll win the referral business.

If you’re following the game plan laid out above, there is a high chance that you’re “working” for ~10-20 hours per week. Practically nothing. Sure you won’t feel “right” at first. But. If you’re focusing all of your real energy on your own business income ... you will get over it real quick.

Remember, there is absolutely no reason to go burning down everything in site (or quitting outright). Maintain emotional control and simply fade harder and harder each year. In your absolute worst case scenario, you can bleed it out for a year or two creating a ton of extra cash flow for doing the bare bones minimum (reinvest into your business)

Simple rule of thumb. No matter what... get laid off, don’t get fired. Doing a mediocre job isn’t going to get you fired. It will get you laid off with some financial benefits.

## Socialization and Dating

We weren't even going to create a section for this. Unfortunately... it seems to be part of human nature. Instead of trying to convince people that it is a poor use of time we'll outline an **efficient** program to improve your overall social life and never worry about it again. After all, we spent quite a bit of time partying and having fun so we can't expect others to skip this part of life entirely (double standard).

Before beginning, we are not going to cover things like "how to get the guts to talk to someone" because that is not who this product is designed for. Anyone who is unable to talk to strangers is not going to last very long in the game of life. We'll assume that you're willing to talk to new people. This will be enough to improve your dating pool and succeed long-term.

That said... within ~12 months you'll realize that it is no longer worth your time either. If your business starts to grow and you hit multiple six-figures per year, you'll instantly realize it is a poor use of time. Your life won't have a fixed "9am-5pm regimen" so you'll be free to meet people as you go about your regular day to day life anyway. This will completely change your dating pool and social contacts as your network grows. With the introduction complete, here is our basic set up for improving your social life and dating options.

### Step 1) Change Gears

You're going to live a hectic life at first. This is why the world works in the way that it does. At age 18-30 you should have an insane amount of energy allowing you to pursue many options. In addition, you don't want to end up as a boring guy with no personality and a heavy wallet. Instead you want to have solid social skills, a heavy wallet and your health.

With this in mind we think the ideal balance is going out two times a week, **Thursday and Saturday**. If you're unable to control alcohol consumption, this will be a problem. Going out on a weeknight forces you to learn control (can't be hung over every Friday if you have a serious career/business). Going out more than 2x a week is beyond overkill and likely hurts your bottom line when you're starting out.

If you already made it? Well... feel free to do as you please.

With the back drop out of the way, here is the primary issue: it's difficult to switch from work mode to social mode.

The first thing you'll do before you decide to go out is **check into the present**. While you're staring at a computer screen for 12 hours straight it's quite difficult to think about anything else but making money. That is 100% fine. Once you leave we've found it takes about 30-45minutes to check out of that state of mind and live in the present. The present requires you to ignore the future and ignore the past. "Just live".

**To get into the present we recommend the following:**

- 1) Take a shower and listen to music you like as well. This helps get the blood flowing and helps you transition your state of mind
- 2) Stretch for at least 5 minutes. After taking a shower you should be pretty loose, helping the situation. During this short time period attempt to think about absolutely nothing, go blank (basic meditation)
- 3) Change into a different set of clothing. None of the clothing you wear to go out should match the clothing you wear while in work mode or gym mode. This is a psychological maneuver
- 4) Do not hang out with a “bunch of dudes”. Guys who have horrible social skills get together with other dudes and say “man this is going to be an amazing night!” while drinking grey goose in a circle. Under no circumstances do you do this. Also, guys who don’t have sexual access to beautiful women are the sexual equivalent of poor people/regulars. You can expect that any real prospects you engineer to be either passive-aggressively or outright aggressively maneuvered upon. You wouldn’t expect a bunch of poor guys to be civil and helpful to each other if you threw a bag with 100k in cash in the center. Why would you expect those guys to act that way when there is a chance of someone in the group hooking up with an attractive girl?
- 5) Head out to an open seating food/wine bar. Have a drink or two and talk to anyone around you. Even if you’re not interested in the people at the first venue, talk to them anyway. The purpose of these conversations is to be to make yourself and the other person smile or laugh, not to learn or teach anything or to prove any point. By doing this, you’re forcing yourself to have casual conversations. When you go to the first venue, you’re free to bring a grand total of one person with you (not necessary) and make sure that person is social as well... otherwise he’ll kill the vibe
- 6) Leave to the venue of your choice and make sure you have enough cash to last the whole night. The credit card is with you in a worst case scenario (shouldn’t be used at all)
- 7) At this point you should be completely checked in. If you’re still in your head thinking about other things, blast some very loud music that you like and drown out the thoughts you’re having. This should kill the last bit of distraction that you have

### Step 2) Avoid the Big Mistakes

If you avoid big mistakes when you’re meeting new people you’ll see a step function improvement in your social life. Since you’re checked in and living in the present, here are the quickest improvement points:

- 1) Steer the conversation to the present moment. No one cares about the past or the future in a bar or nightclub. Focus on now. Structure conversations around observations of your surroundings. Other people interacting, the design of the venue, so on and so forth. Most women enjoy gossiping so making observations about others typically works well
- 2) Under no circumstances do you immediately ask for their name. In general, most will ask for your name particularly if you’re grabbing drinks already. In addition, try to avoid topics such as technology, work and politics. It can work... Just not very likely (besides none of those are interesting topics in a social setting anyway). Knowing information such as their name is a form of investment in the other person; you don’t care to know the name of a girl who hasn’t already shown interest (such as my asking your name). Discussing “serious” issues is a form of investment; you don’t care if a girl is on the path to several life mistakes unless she’s

- already a girl you've accepted into your life (after serious consideration, must be dating for at least a month)
- 3) Draw a line between the bathrooms and the bar and look around for the stair cases (if there are any). Stand in an area where people constantly walk by so you don't have to run around. The line between the bar and the staircases/bathrooms are the traffic flow zones. The reason to stand in these areas is due to the fact that the pack separates. It is much more common to see people alone or in pairs as they move back and forth from these vortex zones. It's a much higher ROI and is better than running around trying to talk to groups of 5+ who are fist pumping in a circle
  - 4) Always start a conversation with an assumption. It doesn't have to be great. Anything about the present moment and make sure it is not offensive or an outrageous undeserved complement. "Hey I bet that is XXX (specific assumption)" is just fine. An assumption works best because it makes a directional and tonal choice right away in the interaction, the question "How are you today?" could cause a girl to answer "Awesome" to "Terrible" and enter into an unhelpful context, as opposed to "That looks like XXXX which means you're probably XXX." which gives her a positive attitude to adopt. Finally it takes more of the creative burden off her while shouldering it yourself, thus your interaction will feel as if it flows more, from her perspective
  - 5) Talk to anyone you're interested in that gives you direct eye contact and doesn't break the gaze within a second or so. This is how women show interest. If you're never getting eye contact there is something wrong with: 1) the clothing 2) the venue or 3) your body language. This is more of an art than a science
  - 6) Get as many "No's" as you can so you can quickly desensitize yourself and realize that none of the people you meet will actually remember the interaction by the next day. Besides, if you're already on the path to becoming rich... who loses in the interaction? The person unwilling to even talk to you. They lost a solid contact at minimum since you will be rich. Also by getting "No's" your interactions will become "smoother". You'll learn a lot about what you can and cannot get away with... You'll be surprised at what works and also what does not work
  - 7) Talk slightly more than she does at the beginning and by the end she should be talking more than you (2 ears one mouth)
  - 8) When you've talked to someone for about 20-30 minutes or so (dancing/talking are interchangeable) then simply hand them your phone with the add contact open and she'll fill it in. She'll also laugh at your strange approach which is a good thing

Congratulations, we've now practically ensured that you'll land a few dates here and there. You're simply meeting people by making an innocuous assumption and you'll certainly rack up a few dates here and there in this process.

### **Step 3) Focus on Your Body Language and Clothing First**

Most worry about what to say to new people. Since we've already given that away with a basic assumption talking point, the bigger issue is typically how someone looks:

- 1) Dress as sharp as you can for the venue. If you're wearing suits you should be in a nicer high end venue and it should fit extremely well (made to measure at minimum). If you're in a lower end venue, nice jeans and shirts that show you're in shape will work perfectly fine (you're probably younger if you're going to these venues where people over drink consistently)

- 2) Ignore all advice from the general public in terms of style. If the changes are resulting in more looks from attractive girls, that is all that matters. If average people say you're trying too hard or look terrible... It should not be taken seriously. Besides, the average person will say "black suit, white shirt, blue tie" or worse "blue jeans, rolled up vertical striped t-shirt" with bonus cringe points for top two buttons undone with (white) undershirt on display. Review the prior section on creating a decent wardrobe and find nice fitting suits/shirts/pants with the correct color schemes for your skin color
  - 3) If there is no one of interest at the moment, take a glance at the style of the guys who are chatting with girls you think are attractive (free chance to learn something). In the future, you will predict how well other men do with women and the dynamics of their relationships (lover vs. "kept boyfriend") from style and body language alone. This will naturally help your standard assumption openers because you'll end up being more and more accurate
  - 4) Spend a few dollars investing into your overall look. This means you will go to a professional stylist for men to change your haircut to something that fits the shape of your face. It means learning the basics of body language (we recommend "What Everybody is Saying") and it also means keeping a mental note of what styles generate the most positive reactions when you go out
  - 5) Do not have any object sit in front of you while you're standing. This means you're not going to look at your phone (it would be placed in front of your chest) and it means your drinks are not going to be held in front of your chest (hold them to your side or set it on a bar/table). If you're actually taking a sip, then this rule is certainly broken. Set it back down on the table or hold it to your side
  - 6) Keep an open posture at all times. This means you do not cross your legs or your arms. Do not do anything that makes you look "closed up" which can also include hands in your pant pockets, coat pockets, head looking at the ground and head looking at your phone constantly. Closed posture is the easiest and most common issue. Most have closed postures because they are "uncomfortable" in the environment. Look no further than a dreaded office party to see closed posture on display
  - 7) Maintain a happy go lucky mood. You don't need to be extremely high energy. Just keep your same "sales presence" demeanor on. This will make sure your face is always slightly happy vs. intense or upset. Just think about the mood of the people you view as bubbly
- 24/7/365

#### Step 4) Avoid Over Selling

Most guys go into over selling mode after they have gotten a new girl interested in them. They get stuck sending text messaging for ages or kill the mood with elongating small talk. Or worse, they are so "high value" they can't even afford to buy a drink

- 1) The ideal move is to simply call. If she's interested and you call in the evening during the week, she'll pick up. If not, leave a voice mail saying you're interested in taking her out
- 2) If you're uncomfortable on the phone (probably don't work in sales) then go ahead and use text messages. We've found that using the phone is the highest ROI once you're used to talking on the phone, but if you must use text messages... send no more than 3-4 messages. "Hey nice meeting you last night." A couple of responses based on what she says. Followed by "Are you around on XXX next week?" That is all there is to it. If she says no, move on. If she doesn't suggest a new day, move on. If she agrees, well you're set

- 3) Do not “pre-sell” yourself. If she’s already responding then she’s already interested. Keep it casual and fast so you can get a day on the calendar before losing her interest
- 4) Once you're comfortable in conversations you can simply say "let's go" when you're trying to move to another venue or go to your house/apartment
- 5) Remember that anything you send \*will\* be seen by her friends. If you don't seem like a cool person to her friends or at least simple, you're killing your chances

## Step 5) Build Up Social Capital

Once you're no longer making any of the big mistakes listed above you should feel pretty comfortable talking to strangers during the day or at night. You'll be traveling pretty light (just a phone and money) which helps in maintaining an open posture at all times. You're just meeting people by making meaningless assumptions and try to talk about the items occurring around you (both of you).

If you're no longer making big mistakes and you find yourself consistently meeting new people on a nightly basis you can begin greasing the wheel

- 1) Find a few places where you like the “vibe” and begin tipping the staff heavily at around 50%. No need to do this and highlight it to them, simply leave bigger tips and they'll notice without you telling them you did them a “favor”. No one likes it when people beg for attention
- 2) Begin greasing the bouncers/doormen at the places you frequent. The time saved by passing the line and the “social capital” obtained is worth it. If you've been following the steps outlined in this book you'll be at this stage by the time you're 25-27 at minimum (potentially earlier)
- 3) Also a good idea to use the observational skills and assumptions with the bouncers/doormen as well, these guys are often bored and commenting in a funny way on drunk people or girls is a good way to start and maintain a friendly relationship. They are typically 100x more interesting and valuable than “that guy from work” who you've been forced to drink with several times in the past
- 4) Make sure your wardrobe matches the venue which should be easy considering your personality already matches the area you're in. Invest a few extra bucks building up a wardrobe for your regular venues. Also being slightly better dressed than the other guys is helpful for positive attention, whether this is by coordination or fit, or by going “one step up” such as slacks and nice dress shoes with a fitted t-shirt where most other guys are doing jeans and a t-shirt. Going too far above the venue can single you out in a negative way (think suit at a beach). The easiest rule is to go “one or two steps above”. If a venue is typically slacks and a long-sleeve shirt... A full custom suit will be fine. If you're at a beach party, just make sure your clothing doesn't give a “tourist vibe” and you'll be in good shape. More art than science
- 5) Move your location to a place central (notice this typically costs money... surprise!). Many people focus obsessively on “logistics” which just means ~5-10 minute cab/uber ride from your favorite spots to your apartment/home
- 6) Become a regular at a few restaurants. Around 4-5 is enough, so when you take dates to the new venue it will be a much more relaxed environment as everyone will know who you are



## Step 6) Incorporate into Your Everyday Life

We always wondered why so many people had “office romances” back in the day. Then it hit us like a ton of bricks. Most guys have no idea how to date so they are stuck dating “age appropriate women” and live extremely boring lives. When they excel professionally their *status changes within that environment* so the women at the firm find them attractive (ignoring their strange social habits since “status” is dependent on the environment).

It all makes sense once you can connect the dots and realize that most people who “make it” end up neglecting a lot of social skills. They were busy killing themselves to get that extra \$50K. This results in attention from women for the first time in their lives and the ability to date them since they are high up the social status pole within that specific environment. Put them into a Vegas pool party environment and they’ll go back to throwing up zeros.

The good news? Once you’ve made it (we estimate you’ll make it within 10 years) you can incorporate dating into your everyday life without burning valuable time and being forced down the “office romance” path (sad).

- 1) Say hello to everyone. This is a good habit to develop when you’re going about your everyday life. This means you should be friendly with the gym staff, the people at work (if you still have a career), the people at the bank, the grocery store etc. Step one is the easiest since you’re interacting with them on a daily basis
- 2) After that you’ll now make it a habit to talk to anyone you find attractive during the day. Don’t worry about specific lines. Talk about what you’re doing, why you’re there buying XX and use an “opinion” opener. Everyone likes talking about their opinions so just ask for theirs on the item you’re looking at (could be clothing, food or something on TV in the background)
- 3) Now that you’re used to socializing with strangers you’ll feel completely fine asking for phone numbers in the future. The best times to meet people are when you’re at a restaurant (showing up early as always), shopping for clothing or out grabbing groceries
- 4) The framework is quite simple. As you have noticed, we don’t use “specific lines” to sound like robots. Instead you should be in the venue for a reason. Simply say “what do you think about this or have you used this” and point/hold up product you’re talking about. After that you’ll talk for about 2x longer than you normally would at a nightlife venue, explaining why you’re interested in it and throw in a lot of details (filler) since direct talking does not work as well in day time environments. By talking for 2x longer than normal, there are several things that the person can grasp on to if they want to continue the conversation. If they do... well you continue down that path and eventually ask them if they live in the area (they likely do) and say you’d be interested in hanging out “this was fun we should hang out sometime”. Then as usual, hand them your phone (don’t ask for the phone number) they’ll typically just grab it and put in their information

## Step 7) Additional Notes and Adjustments

Unfortunately, we spent a ton of time partying (too much time) so we’ll go ahead and outline additional items you’ll notice. Once your interactions feel like a repeat of previous interactions you’ve found a consistent system and you’ll no longer be interested in learning new “hacks”.

- 1) Girls that have more interest in you will give you their full name. It does not mean that it is bad if they give you just a first name, but it does mean they are more interested if they give you more information
- 2) If you're giving descriptive filler during a conversation, she'll latch on and talk about something you said signaling that she's interested. If she lets the conversation go dead, she wasn't interested so just move on
- 3) Don't bother with girls who exclaim that they are huge feminists and don't bother with girls who are frustrated that they couldn't stalk you on Social Media/Google
- 4) Having a one night stand is practically standard in today's "hook up" culture. Just remember the chances that "she's never done this before" is probably around 0.0000001%. If she feels the need to say "she's never done this before" she's done it before. Chaste girls don't verbalize what's going on because they aren't aware of it in the way a girl who's been around is; for a chaste girl "it's just happening"
- 5) Attractive women will have the option to be serial monogamists, as they do not have to accept "hook ups" since their market power allows them to set the price of their affection at whatever they want. These attractive women can also have discrete one night stands, so it is only the combination of good looks and a preference for strong bonding that would keep her out of the "hook up" pool
- 6) Awkward girls who can't actualize their desires, often accompanied by distractions like Netflix, will tend to be out in big groups and not often (too much aggressive attention from drunk guys, no need to go "out every weekend" for long because the top guys will find them and lock them down quickly), which is why social holidays like Halloween are useful; the girls who really don't go to bars or tend to sleep around will be out and looking to party
- 7) Do not go for the bachelorette party. "Average guy" seems to be interested in going after this group. It is a terrible ROI. Now you know why average guy likes it so much
- 8) Girls in pairs are interested in meeting new guys 99.99% of the time, go in that direction instead of focusing on groups
- 9) The return on bottle service outside of Las Vegas is practically zero in the United States. You're better off by yourself at high end venues than stuck at a table in a night club in the United States
- 10) Don't get legally married. If you decide to have a family do so without the government contract. Feel free to get the ring, have the ceremony and live together. Just don't pay the higher tax rate and put yourself at risk to losing 50% of your assets at any time. You can also take the beneficial elements of marriage and construct those agreements yourself such as a health proxy for the medical rights of a spouse, survivor clause on real property, limited power of attorney etc. The main point is that a standard legal marriage comes with many negatives that an intelligent man would avoid, and a reasonable woman acting in good faith would be willing to avoid, and you can setup the agreements and general situation you want without the standard contract. If she is not okay with this idea, then you know what to do
- 11) If you do decide to have kids, remember to set up a basic trust for your kids

## Step 8) Go International for Fun

We have a love hate relationship with going International. The first part? Most people will see a high return by going international. They ignore the fact that their relative buying power likely



went up 3x (or more) then come back with the incorrect belief that the girls abroad are simply “better”.

The problem with this is that there is no real difference once you start earning a high income in the United States. If you’re making a lot of money in the United States you’ll see a similar quality in terms of dating pool (many international women live in the United States anyway). With that in mind, here are the key items to consider when you go international.

- 1) All vacations should be international when you’re young. This is both cost effective and return effective. If you’re taking two weeks off to go and live it up, then you should target low cost countries with a party scene (Eastern Europe, South America, South East Asia etc.). By doing this you reduce the cost of your vacation expenses and you see what money can do for you. By spending a few thousand dollars abroad you’re getting the spending equivalent to 3x that amount in the United States
- 2) Avoid going all in. Unless you’ve already made it, do not make a foolish decision and become a “nomad” until you’ve got your financials in shape. The United States gives you an egregious number of tools to help you from services 24/7 to free government resources such as the library. You’ll be a bit depressed when you come back because you’ll see that your relative status is higher abroad (this is due to your 3x buying power)
- 3) Use it to target two cities at most. Do not do a two week vacation in 4 cities. Spend all of the time in one to two cities in the same country which will let you know if you can live there for part of the year or not. You’ll also learn about various countries since you’ll go to a new country every year for the first 5-7 years or so
- 4) Once you find a country you enjoy, go ahead and use it as an opportunity to learn a new language. It’s a fun hobby to have and you’ll be surprised at how quickly you can pick up a new language when you really care to do so
- 5) Do not go to a city solely to party hard. Find at least two other reasons to go, which will make your conversations in the future much more interesting. Besides, being hung over 7 days a week is not something your body will enjoy

All this said, the one sad part about going international is some jump into the nomad lifestyle too quickly. They don’t invest the appropriate amount of time into creating a massive capital machine and they are forced to go back to a low cost country. We have no doubt that some people are happy with it we just wonder if they ever went through the full realization phase as follows: 1) abroad is better, 2) followed by boredom on weekdays and frustration with services, 3) followed by hitting the knee in the earnings curve, 4) followed by staying in a major city and spending more to make your life easier. Again. We are sure some people are happier outside the USA, all we’re saying is to get rich first (or give yourself the best shot at getting rich within 10 years) and then decide if it is for you.

## Summary of Social Life

This is consistent with the outline at the beginning of this book. You’ll spend a small amount of time socializing and as you become richer and more successful you’re free to go out more and more. Let’s review:

**Get in Shape:** Step one is getting in good shape. There is no point in arguing about “looks”. Everyone can agree that looking good will do nothing but help you in dating and meeting people of importance. Humans are animals at the end of the day and we’re all biased to hang out with people that are physically more attractive. Ending any discussion about looks once and for all: looks, money and status are “passive game”, executing charisma is “active game”; the more you have of one the less you need of the other. “Passive game” expands your pool of prospects; “Active game” is how well you close them.

**Adjust Wardrobe:** Once you’re in shape you’ll change your wardrobe and obtain fitting clothing. In a few years you should be able to afford a few made to measure suits (or custom suits) and if you’re starting out, something like Indochino or Suit Supply will work just fine.

**2x a Week and Focus on Body Language:** Going out 2x a week is more than enough. Go out on Thursday’s and Saturday’s. You’ll follow the outline listed above and improve on your overall social skills over time by talking to people using “assumption” openers.

**Develop a Niche:** Over time your interests will evolve and you’ll find yourself repeating a lot of the same interactions. This is when it starts to get boring. If you’re in NYC we’ll bet you end up migrating towards the SoHo area. This will then make your life a lot easier as you incorporate talking to new people in your day to day life.

**Go International:** When you’re young you’ll see the \*highest\* returns to going international. Your buying power went up 3-4x overnight and you’re now rich to many people in the area you’re visiting. This is especially true in places like Eastern Europe/South East Asia. Remember, try to get RICH first, before deciding that its better abroad (you’ll be unsurprised to find that there is no real difference if you’re actually rich).

**The Best Looking are in Serial Relationships:** This is well known and implied from the above. The reality is that the most attractive girls do not spend their time in dive bars hooking up with guys all day. The most attractive ones are typically in serial relationships and have a much lower \*number\* of partners. The average looking girl has higher \*partners\* and a lower number of lasting relationships.

Now if you have everything working for you (you’re rich, charismatic, good looking)... Then this is less valuable and meaningless. For someone who lacks one of the three (most people) they will find this part to be true. So... the goal of course is to maximize everything.



#### Big Picture Overview

- 1) Go out on Thursday's & Saturday's. More than 2x a week is overkill and you're likely losing steam with more important matters
- 2) Get in shape, get a nice haircut and buy fitting clothing. Looking your best will do absolutely nothing but help you.
- 3) Mentally change gears before going out. This means your clothing should also be separated out
- 4) Do not go out with large groups of "guys". Either go out alone, with a date, or with a maximum of one friend you know well
- 5) Talk to everyone at the beginning of the night, it will help change your state of mind from work to social
- 6) The easiest way to start a conversation is with an assumption that is not offensive, stick to topics about the present
- 7) Keep your body language open and keep a happy & positive vibe. If someone ignores you just laugh, their loss anyway
- 8) Build social capital by tipping heavily and make sure you live within a 5-10 minute cab ride of your favorite places to go out
- 9) Don't oversell, if you get a phone number simply call to set up a date or send 2-4 texts at maximum to hang out
- 10) As always ignore all advice from average people, if the changes you're making attract the right girls... keep doing it

#### Step 1 - Physical

Find clothing that fits. (Indochino & Suit Supply are examples)

**Get into Physical Shape:** measure your wrist and here are the metrics:  
Chest:6.57x; Waist:4.57x; Hip:5.57x;  
Thigh:3.43x; Bicep:2.43x; Neck:2.43x;  
Calves:2.29x; Forearm: 1.86x

#### Step 2 - Change Gears

Take a Shower  
Stretch and blank out (relax/meditate)  
Change clothing for the night  
Go out and talk to everyone at venue 1  
Carry enough cash to last you the night  
Have a Credit Card just in case

#### Step 3 - Change Gears

Only talk about the present moment  
Use assumptions to start conversations  
Stand in traffic zones to make things easier  
Steer conversations to observations  
Direct eye contact is a clear sign of interest  
Talk slightly more than she does at the beginning and by the end she should be talking more than you (2 ears one mouth)

#### Step 4 - Body Language

The body language you present will be more critical than what you say (meaningless assumption)  
Change your type of clothing to see what works for you  
Keep an open posture at all times  
Maintain a happy vibe/presence  
Ignore all advice from the public, gauge success by who is giving you attention

#### Step 5 - Avoid Over Selling

Guys who are busy do not have time to have 100 message conversations, keep it simple and get a day on the calendar  
  
If she's not responsive she's not interested, not a big deal, move on  
  
Assume anything you send will be read by all of her friends

#### Step 6 - Build Social Capital

Become a regular at places you enjoy and be sure to tip heavily  
  
Befriend all the people who work at the restaurant/bar etc.  
  
Move to a location closer to your area of choice (for fun we're guessing SoHo for those that live in New York)

#### Key Notes

Do not get \*legally\* married. If you decide to have a family you can have a wedding, buy a ring and never sign a contract  
In addition, if you do decide to have a family, set up a trust for your child (do not be a deadbeat)  
If you get a bunch of one night stands, just remember you're dating women who have them frequently (rare exceptions)  
Approach women in pairs, do not bother approaching bachelorette parties  
Bottle service is not necessary, Las Vegas appears to be the only exception where it helps (in the United States)  
Before concluding that "international" is always better, get rich and decide after that

## Dating or Relationships

This is a much easier topic. All problems with dating can be summarized as follows *"Whoever needs the other person the least is in control of the relationship"*. This is why guys who pine over women never get them and guys who ask for advice on a special girl never get her. In short, these guys don't get that their neediness is the exact reason why attractive women will always be disinterested in them.

This principle also applies to business. The Company doesn't need the employee so that is why most people are scared of their bosses (the Company can fire them any time)... And for fun... Their bosses are scared of their own wives!

Now, we're not 100% against having relationships. At the end of the day... that is a decision for each individual. We are 100% against getting legally married due to the higher tax rate (outrageous that it is set up the way) and the loss of 50% of your assets at any time (for nothing).

### **Benefits of a Relationship:**

Practically everyone will have a girlfriend during their 10 years of grind to accumulating a large amount of money (hopefully even less time!). That said there are a lot of benefits and to be clear, we're not against dating a girl if you're happy. Also, part of the shift in needing the girl the least is that she will be chasing you for a relationship, so if you'd like to continue to see other girls either casually and as it arises from your day to day interactions or in some sort of multiple long term arrangement, the ball is in your court.

- 1) You'll save money. If you meet a girl you like and she's not a crazy person, then you'll end up saving a lot more money. Not so much in cold hard cash, but quite a bit in time. Instead of going out until 3am in the morning twice a week you'll be going out to dinner here and there or going to some sort of event.
- 2) You'll increase focus. With your schedule more stabilized you'll be able to focus a lot more on your work. This means you'll typically advance a lot further in any given time period when you're in a stable relationship
- 3) You'll get a better understanding of the girls you like. If a girl was interesting enough for you to put going out on hold for a period of time... there are a lot of characteristics that you like about her. Who knows if you will continue to date her in the future but it will give you a good glimpse of the qualities you like
- 4) By being in relationships here and there, you'll decide if you want to have kids. This is a personal decision and we have no opinion on having kids. If you'd like to have kids great, if not... great as well. If you're in a relationship that lasts more than 6 months or so, it'll trigger you to think about your future.
- 5) You'll see if your personality has evolved. This is a big reason to avoid becoming a guy who just says the same stuff over and over again. You'll see if your personality has changed to a point where you're in control of your relationships. If you find yourself overthinking every action you do in a relationship you've got more work to do. Going through "hook up culture" usually means you go through the same old routine for a couple weeks and restart the same process over and over again

### **Managing a Relationship**

Mainstream advice says "relationships take work". Therefore we know that the advice is worthless. A good relationship should not take any work at all on your side. You should be able to operate as yourself with your normal personality (after improving on your social skills over the course of a few years). If it doesn't work then you go back to the same improvement cycles (talking to everyone you like every single day) and take mental notes on what characteristics you disliked about the previous girlfriend.

- 1) Relationships don't take work. If the girl you're dating demands too much time or too much of your resources either you're not where you need to be financially or you are not that interested in the girl. If there is a lot of conflict all of the time just move on
- 2) Don't expect any girl you date to be perfect. You should know the downsides of the girl you're dating and decide if that is something your personality lines up well with. If a girl puts a lot of value in going to Broadway shows and dinner, then consider that a change in your lifestyle versus nightclubs and bars. If she's more interested in going outdoors, then decide if you're willing to adjust your social life to doing outdoor activities on a regular basis.
- 3) The best advice for managing a relationship is "don't ask for advice". If you ask for advice on how to handle your own relationship then you're going to lose the girl anyway. If you're not willing to lose your girlfriend she'll end up leaving you anyway. That is probably the most common mistake people make. It is also why we laugh when people pay hundreds or even thousands of dollars for relationship counseling
- 4) Make your lifestyle clear. If she doesn't understand how you live your life, then you'll create conflicts from day one. Make it clear and then see if she's still interested. If not, it wasn't going to work out anyway
- 5) Don't let anything drag along. If you realize 3 months or 10 months down the line that it is not going to work, go ahead and end the relationship. It does not do you any favors and does not do her any favors as well. There is no reason to be nasty about it just separate on positive terms

As you can see, there isn't too much to add on relationships since this is too specific for each individual. If you find a girl you like that is attractive to you and fits your lifestyle well... it may be worth a try. If not, then you'll remain single.

Just remember the cardinal rule outlined at the beginning of this section "*Whoever needs the other person the least is in control of the relationship*". Attractive women prefer strong men so by being needy or compliant with the demands of someone else over and over, that trait erodes (a huge negative).

No woman on earth is interested in a needy guy who pines over a girl. This is also why there is no such thing as an ideal woman (doesn't exist). If you find someone that fits your personality go ahead and run with it and don't ask for advice.

In this short section we've now saved you a ton of wasted time. Probably around 2 years of wasted energy. Do not waste your valuable time swiping on Tinder or applications (yes you do lose time interacting with your phone, just check the usage on the setting section of your phone) and simply incorporate social life activities into your day to day life. People who spend their time looking for tons of tricks and hacks lose 2x more time since they are losing time looking for a magical solution that doesn't exist. With the basic framework up you'll be perfectly fine dating girls here and there and building real value doing more important things.

Besides if you're rich, we will go ahead and guarantee you it will be impossible to be unattractive. Only people with extreme social issues will struggle if they are rich (this can be fixed within a year by going out a lot). So simply follow the outline here and you'll be all set.

## How to Tell If She Is Interested

If you've followed the framework outlined in this book, you'll be able to catch on very rapidly. The premise is quite simple: they will put themselves in the vicinity for something to "just happen". This is essentially the equivalent of "girl game". They don't make the first moves and they like to say everything "just happened". Knowing this alone it is pretty easy to see if the girl is interested.

- 1) Eye contact is the most obvious form of showing interest. If you're getting direct eye contact for more than a few seconds then you're foolish to not say anything. You're even more foolish if she is playing with her hair and giving you direct eye contact
- 2) Hovering. Ever notice the vast majority of attractive girls are found in nice areas (nice gyms, nice wine bars, nice restaurants, etc.). This is their way of putting themselves in a situation for something to happen. The same is true within the location. They will stand near or around the group of guys they are interested in talking to
- 3) Standing in photos. If you're in group photos with some friends and one girl constantly ends up next to you in the photo... She's again interested. You are foolish to miss it once and a bigger fool if you find 3-5 photos and the same girl is constantly trying to be next to you in the photo
- 4) Leaving reminders at your place. This should also be obvious, but if you have a group of people over and one girl consistently "forgets" something at your place... She didn't forget it. She left it there to create another interaction with you. There are always exceptions but if the item is worth more than a few bucks it's typically not a mistake
- 5) Pushing the conversation. Girls are able to talk about nothing for hours, so they can certainly help you continue a conversation. If you find a girl is constantly trying to elongate the time she is spending with you... take the hint yet again!
- 6) Physical touching. This is another clear one, but if you accidentally bump into a girl or she tries to face your direction when navigating a crowded area (doesn't turn) then she's likely interested as well. She can easily move or make a negative reaction... if she doesn't mind the contact, she's very likely interested
- 7) Out of the blue contact. Any time a past fling/girlfriend contacts you "out of the blue" that is practically a guarantee that she is trying to re-kindle the relationship. Particularly obvious when she makes a statement such as "looking at old photos of us!"
- 8) If she dangles her heels she's ready to leave. Thought this one was obvious but most can't tell when a girl is done hanging out and would prefer to hang out alone instead. If she begins high heel shoe dangling after being out for an adequate amount of time (at least a couple of hours) there is a high likelihood she wants to leave the area
- 9) Licking her lips. We've hilariously seen guys miss that queue, if you're unable to figure that one out... probably need to get out more!
- 10) Response time. Everyone knows this one but we'll go ahead and add it. The faster she responds the more interested she is. If you are forced to wait for long periods of time... Skip and go to someone else. Unless she's on a flight or has some sort of extreme circumstances, practically everyone is glued to their smartphones these days

These items should be pretty obvious which is why we kept it short. The good news is that many guys are actually incapable of reading the most obvious of signs! We are keeping it simple and straight forward to help everyone save time on the basics.



## Example Weekly Schedule

We've walked through a lot of items and it makes sense to put together a clean weekly schedule. Instead of focusing on people who are already well off we'll assume you're youngish (20s/30s) and want to get rich. In that case we will assume you have a Career already. If you do not have a Career then you are either 1) looking to change into a Career or 2) going straight to building a Company.

To be crystal clear here... the outline assumes you already have some form of income. If you do not have any form of income then you would replace the career time with 1) time spent obtaining a new career or 2) time dedicated to your business idea. This will keep the outline clean and allow the reader to change the timelines accordingly.

## Key Life Assumptions

**Career:** We'll assume you work from 9am - 6pm, we're adding an extra hour to be safe and if people want to say they are working in investment banking and can't do any extra work? Well... we know you're lying because a large chunk of the time is "downtime". Physically, you'll be in the office (true). But. If you bring a personal computer with Wi-Fi connection (a few bucks a month) you'll find ways to be productive. To kill all of the complaints, yes live deals may cause you to work \*real\* 70-80 hour work weeks, however we all know 70-80 hours a week is not the norm... a lot of the time is spent idling. (*Hint: you can be productive on a cell phone as well*)

**Physical:** We will assume you're in decent shape and will be perfectly fine with ~5 hours a week of physical effort. You're exercising hard (as outlined in this book) and your diet will be in-line with our recommendations. If you're out of shape... then you are forced to adjust the time tables accordingly (likely 1.5-2.5 extra hours per week dedicated to physical activity... less socializing)

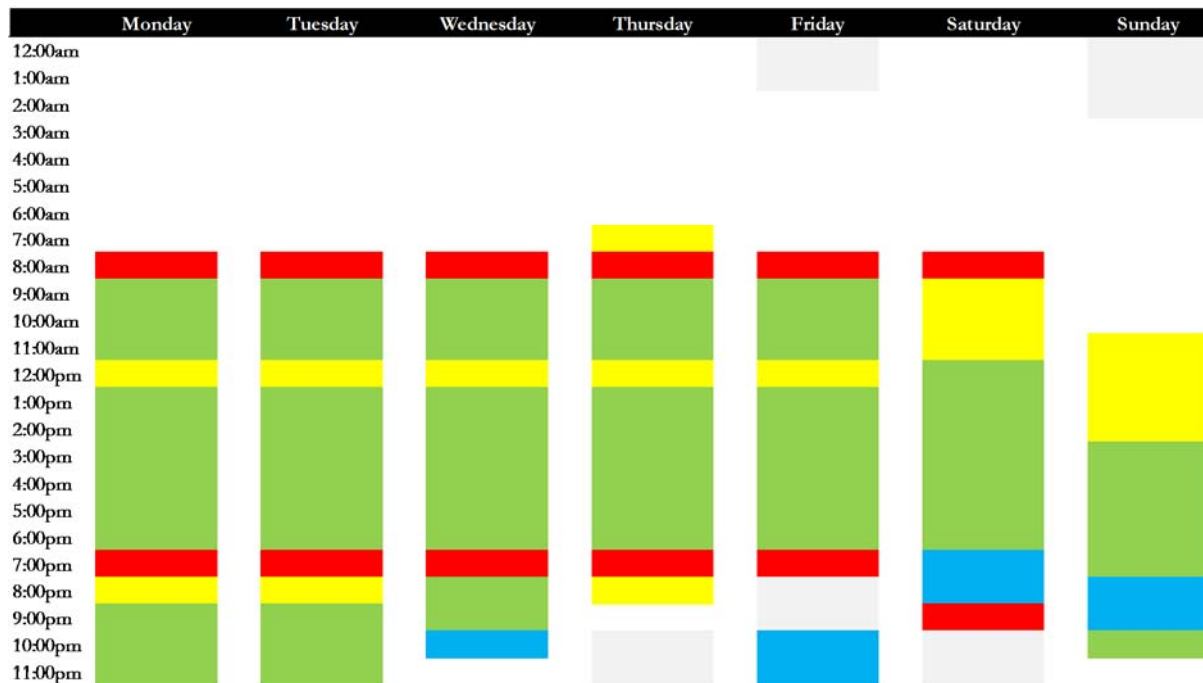
**Socializing:** We'll assume that you are fine with two days a week. Thursday's and Saturdays are more than enough to have fun. We assume that alcohol consumption is kept under control and you do not need to get drunk to have fun. Alcohol tolerance is not something we can calculate, however, you shouldn't feel anything the next day (otherwise you're drinking far too much). As a final note, you're free to party hard once and a while for celebrations. If it's impacting your actual progress though... it needs to be cut to zero until you get to where you want to be.

**Reading/Learning:** We're going to limit this to ~1 hour a day. Why? Well, all of the actual reading and learning needs to be done with a purpose. We have nothing against reading and learning, we just don't see anyone getting paid to read books. Reading is extremely important if you want to be successful, the problem is that it "feels" like you're actually doing work (you're not!). So read with a purpose for about an hour a day. After that the real work involves actual changes to your online store, buying traffic and watching your competition like a hawk to make sure you pick up on any new marketing/sales tactics to use yourself.

**The Don'ts:** We'll assume you've killed off all of the negative items in your life: 1) you don't have people in your life that are dragging you down, 2) you do not have "moral" excuses for selling products that work...Why? They work and people want them, 3) you don't waste time on politics/social media/sports etc. unless they are actually making you money as we speak, 4)

you're willing to break the rules but you won't break the law, 5) you're going to focus on the lifetime value of all of your interactions... e.g. you're not going to burn customers since it's a terrible long-term decision and 6) you're not going to look for "tricks" to network into the right groups. Instead? You'll learn valuable skills and deliver results within your industry to help open up doors naturally.

## The Schedule



### Notes on Combining Activities:

- 1) Overlap food with social/work related activities
- 2) Overlap training with making friends who are motivated to stay in shape
- 3) Reading should be overlapped with transit where possible (airplanes etc.)
- 4) Money is a mix of Career & Business (you give up on career when Biz > Career \$)
- 5) Sunday and Saturday are the best days for shopping and extra time on health
- 6) When you get rich you can throw the entire schedule into the trash

	Total Hours	% of Time
Sleep/Rest	56	33%
Exercise/Food	16	10%
Money	66	39%
Transit	12	7%
Reading/Learning	7	4%
Social	11	7%
<b>Total</b>	<b>168</b>	<b>100%</b>

**Guideline:** It may be different for you so feel free to make adjustments. That said, from what we've seen, Monday is typically the busiest day from a Career perspective (if you have one) and it is also the busiest day from a business perspective. After that, Tuesday and Thursday are next in-line followed by Wednesday and Friday. Using this as a broad framework, we can see that going out on Thursday is fine since Friday is slow and Saturday is standard since most people are energized after sleeping in on Friday.

From a weekend perspective, we've found that Sunday is the best day to do heavy physical exercise. As stated above, you're free to go out on Saturday nights, but drinking yourself into a coma is not part of the plan (you should feel fine on Sunday).



**Blank/White Cells (Sleep):** Self-explanatory. We'll assume you need on average ~6-8 hours of sleep. You'll need to make smart decisions (when to work all night, when to take additional rest etc.). The framework is set for a "normal" week.

**Red (Transit):** Red items reflect transit. We put it in red because this represents valuable time that you'll never get back (functional time). When you're in transit you're typically limited to basic tasks such as email responses (on a subway for example). If possible take all of the time in red and use it to read or respond to customer emails. It is difficult to maximize this time but you can try.

**Yellow (Exercise/Food):** The yellow items will reflect health related items. We're going to add a small amount of extra time to make sure there are no excuses. Getting rich and feeling terrible all the time (looking terrible as well) defeats the entire purpose of getting rich in the first place. With an added time buffer for food/exercise, you'll remain stress free as well (the biggest health killer in our opinion). Importantly, we're not calculating the time you spend actually "eating". You can eat while you work and you'll shop as well (groceries, eating out) so the framework is broad.

**Green (Money):** Green for a reason... the color of money. By living **Efficiently** you'll have \*plenty of time\* to dedicate towards earning money. Since we're suggesting a two pronged approach for most people (career + online income) we assume you'll do the exact same thing (feel free to change your path). Green time includes: 1) making actual sales calls, 2) making updates to a website, 3) buying traffic, 4) responding to customers, 5) updating the design of a product/website, 6) social media promotion of your products/services - note must be used to earn money now or in the future, not a personal account for entertainment and 7) tracking down and monitoring your competition - note unlikely takes more than 15 minutes a day.

**Blue (Reading & Learning):** Notice, reading and learning does not count as a green activity since it does not actually generate any money for you. If reading and learning made money, college humanities majors would be swimming in it. Reading is a "soft" activity to solve problems. You'll spend an hour or so reading up on skills you'll build over a long period of time (Sales and Copywriting are two clear examples, then you can move to more specific types of marketing/branding).

**Grey (Social & Hobbies):** To cap it all off we'll allocate time to having fun as well. Similar to being healthy, no one wants to be rich and boring. If you want to become rich and boring then you can focus all of your time on making money. Take zero risks and put all of your cash flow into government bonds & Certificates of Deposits. Since we doubt that you want to do that, we'll allocate time to having fun and picking up new hobbies (anything you like).

**Final Note:** Feel free to break the rules. If you find a way to make adjustments to the schedule outlined here, then go for it. We're simply outlining what has worked for us (you already know our background: Wall Street/Affiliate Marketing then straight online product sales). If you're an engineer you may have a different schedule and if you already have a business that works... then you can ignore the entire Career section.

Just remember... if you find something that works for you do not tell anyone what you're doing. When it comes to making money you do not gain anything by handing over your competitive advantage.

Know the difference between publicly available "Tools" and an actual competitive advantage. Tools are harmless as most people use them incorrectly. But. Giving away your competitive advantage can kill your entire business model overnight

## Putting It All Together

We have covered practically every topic we know: lifting, dieting, careers, selling online, the basics to "game". The important part is this \*continue to find your own edge\*, while all of the items have worked for us, you may pick up a few tricks yourself. If you do... Don't tell anyone and continue to use it to your advantage. If you can put in the time and follow the items outlined here there is no doubt in our minds that you'll be successful. In fact, less than 90% of the people who find this book will even read this page since it is in one of the later chapters.

So lets put it all together in two different ways first by age.

**Under 21:** It is amazing that you already have this product and we're jealous of you. If you're already in shape and you already have your diet on track... We all know what that means for you. Learn how to sell. This product was set up to address the broad 21-35 age group and you're going to be well ahead of your peers.

Take a look at each section and decide what you are good at. Even if you have a full ride scholarship to a top tier school you'll benefit by learning online sales (any type of sales actually) given that it will be transferable in the future. If you go into technology? You will need to learn how to sell that product if you intend on starting your own company. If you go into Wall Street? You will need to learn how to sell. If you go into enterprise sales... well ... you see the answer there!

Notice, not a single mention of partying in this section. If you're not rich yet, get on the path to becoming rich first and spend 2 days a week (maximum) going out.

**Age 21-26:** We are putting a rough line in the sand at 26. By this age you should be set with the following items: physical, diet, dating and a career. Take a look at those four and if you are lacking in any of them it's time to adjust the dials (where you spend your time).

Assuming you're successful in all four it's time for the real competition: a company. If you thought careers and dating were hard... Get ready to play a game that is at least 100x harder. Let's be honest... 2,000x harder. You'll now compete with sharks who are not interested in anything but scaling their business because it's the only thrill they have left. Making money is the biggest drug addiction of all time.

**Age 27-31:** We call this the "void" at this age most people make a decisive decision to get rich (if they have been messing around the past ~8 years or so). You're in-between the two groups but

have more than enough energy to play catch up. Put the foot on the gas pedal and redline the car if you have to. Nothing to gain by waiting.

**Age 32-40+:** Quite the range no? At this point you should have at least one functioning business. Ideally, you're already set for life (financially speaking) and you no longer have to depend on someone else to put food on the table or keep the lights on. For fun we'll go ahead and say you should be "done" at 40 (30-35 for the real killers as we've stated several times in the past). This means you're no longer worried about anything in the "Big 5" (Physical, Diet, Career, Business, Social).

If any of those five are lacking go ahead and devote more time to it. Since you're already set we have no reason to give any advice. Simply do what you're doing and remember every single day spent unhappy is a waste of a day. Don't drop the ball on what you've built and continue to stay on top of new trends in your industry.

Finally, if someone is over 40 and is not where they want to be... the only option is to devote more time to the activity. The only way to get better at something is to direct more focused time at it.

**With the broad overview out of the way by age we'll also tie up loose ends for each segment.**

**Physical:** As we've stated, ~5 hours is more than enough to be in shape (we've already done this and it works). If however, you find a way to reduce this commitment without seeing a decline in your physique please go for it! In addition, if you have a physical issue, we strongly suggest devoting \*more\* time to it to fix the issue. Seems easy enough so lets move onto diet.

**Diet:** The diet outlined in this book works. Similarly, we've already used it so we know the broad outline/framework will lead to success. The problem is that your body is special. That is not meant to be a motivational line, it is simply the truth. Maybe your body responds better to kale and green tea when compared to wheat grass and coffee. These are minor adjustments that you'll need to figure out. Luckily, these adjustments do not take much time and if your body rejects green tea... switch to coffee. We know we're beating a dead horse here but we'll say it again: supplements are largely a waste of money.

**Career:** If you're good at technology we recommend that sector today (as of 2017). For the vast majority that are unable to enter the technology field, we'd recommend straight sales (enterprise sales) followed by Wall Street M&A. Seems a bit counterintuitive from a Ex-Wall Street blog doesn't it! Well it is the reality. Ever since we left Wall Street we found that the most transferable skill in the world is sales. With sales you already have one of the biggest business problems solved.

**Business:** This is much more difficult. We do not know if you'll go into e-commerce or the standard churn and burn affiliate model. Overall, what we can say is this "start as early as possible". The only real solution to success is to fail as many times as possible over and over again. The second item we can say is "don't produce without checking demand". We thought this would be obvious, but before you decide to make a product you should either 1) send traffic to a sales

page to see if it converts or 2) sell someone else's product via affiliate marketing. If you know how to sell diet pills for example... then your own diet pill product with better marketing will likely work as well.

**Social:** As long as you don't get legally married and are happy with your social life... You're pretty much set. There are people who spend thousands of dollars to improve their dating lives... which just make their lives worse in the long-term (they become robots with no differentiated personalities and dependence on someone else for "tips"). Avoid falling into this trap by keeping the rough framework in mind and have fun with it. We can't really throw too much salt in this direction since we wasted a significant amount of time improving our social skills in the past. That said, don't go overboard and blow all your money and time on it (2 days max a week until you're rich). If you're rich... well do whatever you like.

### **After You've Made It**

As we've stated numerous times in this book and the blog itself, once you make it you can do as you please (just don't lose it all!). We're only including this section since we've received a lot of requests to give our a framework.

**1) Lie Down:** In general, always lie down. If you're worth a million or if you're worth \$100 million we suggest adjusting the number based on who is around you. Generally speaking, you'll "make" 80% of what the other people make. In addition, you'll be "worth" 80% of what they are worth. This will prevent the following: jealousy and people asking for jobs/work.

There is a time and place to show your cards, however, we lean heavily towards the Lie Down approach.

**2) No Excuse to be Unhappy:** Once you're set financially, there is no excuse for you to be unhappy. If you're not happy in your city... Move. If you're not happy with your current source of income... Quit. If your health is suffering... Stop immediately!

If you've made it and you are in "purgatory" just do a quick cost benefit analysis of what is causing you the most problems. Get rid of those items and see if how you feel about your new situation. In addition, if you find yourself getting upset over things you cannot control, we suggest reading about Stoicism.

**3) If You're Bored:** From what we have seen, boredom sets in for most people around 3 months after "making it". Since you've accomplished more than ~97% of the United States Population in less than ~30-40 years... The next high will be difficult to top. We suggest learning something new (anything) so you feel like a beginner again. After you throw a wrench into your typical life, you'll come up with new ideas. Just remember, boredom is a personal problem so you should take ownership of it and fix it.

**4) Don't Sell the Assets Yet!** Assuming you made your money without selling the entire asset (company), we strongly recommend that you keep it for at least a year. You can take your foot off the gas a little bit for a few months, but selling the entire company may lead to a large vacuum. See how much fun it is to grow your company. If you don't like it and are certain you

want to sell it? Be 100% certain of your next move. As you can see, the common thread is avoiding a “vacuum”. You don’t want to sit around with nothing to do for multiple months in a row.

**5) Avoid Drug Abuse:** Many, many, many people with money end up developing alcohol/drug addiction problems. Do your best to avoid this. While you’ll likely celebrate (for a good amount of time) it is best to put a stop to it before it gets out of control. Once you can go a full month without using any substances and remain content, you’re free to create a more stable/healthy lifestyle.

We’re not saying to avoid all vices. We’re simply reiterating the same mantra since the beginning of time. **Health>Wealth**. So make sure you don’t do any serious or permanent damage.

## Conclusion

Our work here is done. Most people ramble for 200 pages when the clear actionable items could be summarized in just a few pages. Instead? All of the items in here are actionable and are likely **\*too\* dense**, requiring review. The positive side is that you won't have to go and research all of these topics separately (buying tons of other products for each subject – the classic churn and burn content business model). You have the entire foundation.

Sure we could have created separate products and continuously pushed people down the sales funnel (we know you're laughing at that one!), but there really is no point. Life is just too short and if we live **Efficiently** we can get the vast majority of the benefits from each area of life.

If you've been following all of the items here, you'll get the broad picture done and your life will be set up correctly. If you have specific setbacks well... that's when you'll be forced to look for specific help in that area. Or even better? Figure it out on the fly.

Anyone who has picked up this product now has the **tools** to answer the following:

- 1) How to get into the top 10% physically by lifting correctly for one hour per day (& sprints)
- 2) How to eat correctly to be in the top 10% again – no additional research needed
- 3) How to figure out what type of intelligence you have by following the basic steps
- 4) How to use this type of intelligence to choose a career: Wall Street, Technology or Sales
- 5) How to start an online business (the basics) and how to target emotion: *fear & insecurity*
- 6) Clear outline of how to create and start an online product business with correct copywriting
- 7) How to go into affiliate marketing if someone wants to take a stab at the competitive space
- 8) Overview of how affiliate marketing works and how to do it
- 9) How to do all of this and maintain a normal social life (avoid choking off your personality)
- 10) There are no questions left, only stick points on a case by case basis since you should be profitable after following the rules and steps outlined in this book (and a weekly schedule)

Notice we had no sections on “thinking like a winner” that is because there is no such thing as “Thinking and Growing Rich”. Thinking about becoming rich is what the masses do and that is exactly why they don't get rich. Instead, you're going to come up with a tangible plan, and execute.

**If you're not executing every day, you're falling behind every single day.**

Oh and all the fluff about positivity? Just do the work. There are lots of happy go lucky people who are broke (look at the Peace Corps). There are a lot of negative/cynical people who are rich (look at your average Wall Street person).

The one thing that rich people have in common? **They did the work. Execution is everything.**

**What is Next?** We predict that many people will go into the affiliate space even though we have stated *several times now that we recommend avoiding it*. In addition, many content bloggers will likely

try to rephrase the items we have provided here (it won't work) and nothing will change. The people who read this entire book and get to work will likely be rich within a 10-year horizon (that's our overall time frame for success and we think it's doable for anyone).

From a blog perspective, we'll focus on Personal Finance and likely take some time to create a more standard posting process. It is unclear if we'll do this forever. For now? It will remain as a basic hobby during free time.

As a final sendoff. We'd summarize everything in this book as follows. **Get in shape, start making money off of performance and all your extra money should fund a real second source of income \*before\* investing in assets.** When you get rich? Feel free to do as you like, just don't run out of money before you die.

**Good luck!**

**PS:** For those that are already in the game... hit the ole' refresh button for us to see more money in those accounts. And. Remember. We all make "practically nothing" online when asked. Keep it on the DL.

## Appendix

To put the final touches on topics we have not covered in length below is a quick outline of both personal finance and frequently asked questions.

### Personal Finance

This subject is covered at length on our blog. The topic is broad and constantly changes. This is why “books” on personal finance are largely stale and dated. To prevent this from happening we have numerous posts on the subject and will continue to give out personal finance information for free on the blog... All of that said below are some key ideas to keep in mind.

**Debt:** As stated numerous times in this book, debt should be avoided. Specifically, unless the debt is going to earn you a return in a short period of time... You should not be in debt. This applies to college, credit cards and car loans. No debt. No excuses.

**Basic Cash Balance:** If you’re earning money today and have no debt, you’re already in good shape. We suggest putting away at least a few months of income into a checking account. Depending on how risk averse you are we would suggest a minimum of 3 months. After you have three months of living expenses in cash, this should increase in-line with your years of working experience. Here is a basic example: **Year 1:** 3 months; **Year 2:** Still 3 months; **Year 3:** Still 3 months; **Year 4:** Move to 4 months; **Year 5:** Move to 5 months

**401K Match:** If you are self-employed, ignore this section. If you start in a Career... You’ll obtain the Company match. You do not need to go beyond the Company match since your goal is to be financially independent by ~35-40 years old anyway. If your company matches 4% of your annual income and you make \$100,000 a year, it means you’ll put 4% into the account (\$4,000 and the Company will match you dollar for dollar to \$4,000 giving you \$8,000 in total). No need to overthink the funds offered, simply buy the fund that mirrors the S&P 500 with the lowest management fees. (*to check management fees see products we recommend on the blog*).

**Extra Cash:** What do you do with excess money past your checking account? You must start a second stream of income. This is a non-negotiable shift in beliefs. Several of us made a huge mistake and simply bought index funds which should see a 7% return on average... This is a terrible return when compared to a second income stream. We don’t know what you will do to earn a second income stream but we have provided several examples in this book (we focused on online sales).

**“Extra Extra” Cash:** Once you have two income streams going, you can now buy income producing assets. This will include stocks, bonds and real estate. Remember. Before you start buying all of these different income producing assets make sure you have enough money to run your business or businesses. We cover all of these assets on the blog (*all decisions are up to you and none of this is legal financial advice*).

**Conclusion:** If you follow these five items alone you should be good to go. Just remember, once you start buying assets you should have a “never sell” belief system. Unless something extreme happens (value goes up by 100%+), every investment you make should be a multi-year investment where you never need to pull down the principal



## Frequently Asked Questions

### Breaking the Rules

#### **How to avoid intellectual property conflicts with the full-time employer regarding the employee's side business?**

This is a fun one and we're including it in this special subsection called "Breaking the Rules". Essentially, put items under someone else's name. Does it really make a difference if you're selling Sports Jersey's online under your grandmother's name in France (instead of your own)? No it doesn't. You're not doing anything wrong here.

As we've said, you have to break the rules. You're not breaking the law if you want to spend all your free time at work (you'll have a lot) working off a separate laptop or (hint, hint, hint) a smartphone connected to a separate keyboard.

#### **How to obtain accounts if you need/want privacy?**

Similar to the above. If you want to remain anonymous you can purchase accounts from Facebook, Twitter, Google etc. This is another step removed and you can use friends as well (if they are not interested in running a business) since the pages section is not even related to the actual use of the regular account.

Another example... You can even set up a basic shell company under another person's name and under the rules of the Company get paid legally while the person who set it up makes X% of total profits for doing nothing. Our point is quite simple. There is nothing wrong with paying for activity that doesn't break the law.

You're not going to go to jail for selling sports Jersey's under your brother, mother, grandmother, grandfather's name online. In fact, no one will even notice your business until you're making north of ~\$500K or so (you'd probably quit around there anyway).

#### **Getting into Good Deals... Applications?**

Based on our overview of College you probably understand the game is rigged. Many people lie outright (getting away with it) and we would wager than 99.99% of people at least embellish on their application. Remember this for any "interview" you have. This includes the following applications: Credit Cards, Affiliate offers, Interviews etc.

#### **Here are some clean examples:**

**Affiliates:** there is a hot deal that is converting well, but it's hard to get approved. Your solution... a bunch of white lies. Options include: 1) finding someone to recommend you who is already selling the product, 2) help the person who has access to the offer and help sell the product, 3) apply for the item and "white lie" the answers to make it seem like you're going to bring in more revenue than you likely will - the person on the other side only cares about making

a bunch of money, 4) call them and sell them on emotion. All of these four options are not “legitimate” but they all work and you’re not breaking the law at all.

**Credit Cards:** If you need higher limits... You need higher incomes! So you know the rule lie up in this case.

**Interviews:** Embellish everything you can (reasonable levels) and be 100% factual on everything that can be checked. If they ask you about how many hours you worked? Lie up. If they ask you what your GPA was? Tell the facts. If they ask you what you’re bad at? You tell them something that \*they\* don’t like to do such as “I get frustrated when i explain something in two ways and can’t figure out a third way to explain the process to someone new”. So on and so forth.

## Physical

**Will my health suffer dramatically?** The answer is no. Even if you go into investment banking the hours become easier after year three. The belief that three years of 60-80 hour work weeks will “hurt your body” are entirely false. Now if you decide to work 70-80 hours a week for 20 years... That will certainly be a negative. Realistically, if you work hard through age ~25-27 you’ll see a decrease in the amount of hours you need to put in and your income will be higher.

**What If I am Out Of Shape?** If you are out of shape, you’ll need to dedicate more time to working out and monitoring your diet. Our suggestion of 5 hours a week is for someone who is of average size and build (not overweight and not in shape). More time spent working out and focusing on your diet will lead to gains.

**What If My Business is Related to Fitness?** In that case, you should certainly dedicate more time to health related activities. All of the suggestions in this book surround a “working professional” or a person unrelated to the fitness industry. If for some reason your income is going to be related to your physique you’ll have to change the hours around.

## Diet

**What About “Cheat Meals”?** It is not reasonable to assume that you’ll eat nothing but healthy food 24/7/365. Besides, alcohol is not the greatest thing for your body in the first place. That said, our diet overview is what the typical reader should be doing. If you’re going to add unhealthy food and “cheat meals” then you should already be in shape. If you’re in shape, eating unhealthy food here and there won’t make a difference.

**What if XYZ Food is Unavailable to Me?** If you stick with the same broad framework (lots of vegetables – leafy greens, fruits, lean meats and fish) you should be fine. We also provided a few recommendations for green powders to drink as well (should be taken daily if there is a real lack of product items). This should result in similar results.

**Counting Calories/Macros?** Unless you have some physical reason to focus extensively on your diet, it's largely unnecessary. If you're eating all the items listed above, stressing all day is going to be a lot worse for your body. Counting calories and macros to the point of stress is going to do more harm to your body than ignoring them in the first place. If there is a direct need for it then feel free to take your diet more seriously. Overall, it's not necessary.

**Protein Powder/Supplements?** We take basic egg protein after workouts. Overall, we have no doubt that there are "some" supplements that work. The problem? We haven't seen a major change after trying a ton of different types. The "supplements" we take are fish oil (liquid), green powders for traveling, caffeine from coffee/tea and Vitamin D (no longer take Vitamin D since there is no need to work 70+ hours a week anymore).

## Intelligence

**I am Good at All of the Items?** If you're truly gifted in everything we would recommend the same structure: Technology followed by Sales, followed by M&A.

**I am Good at None of the Items?** First of all this is highly unlikely. If that is truly the case, the answer is sales since it is a skill that can be acquired by anyone. Above average sales skills will give you the highest "risk to reward" income/paycheck.

**What if I don't Like any of the Options?** That is a lifestyle decision. Going into a different market with no real demand and expecting to get rich is illogical. We have highlighted several ways to see if an industry will pay well (growth, profit/employee etc.). If the industry pays well and does not fit into anything here, then feel free to do it (example you are talented enough to become a NFL quarterback). Just remember, going into a declining market with no growth and no profit potential is not going to lead to a high income/net worth.

## Career

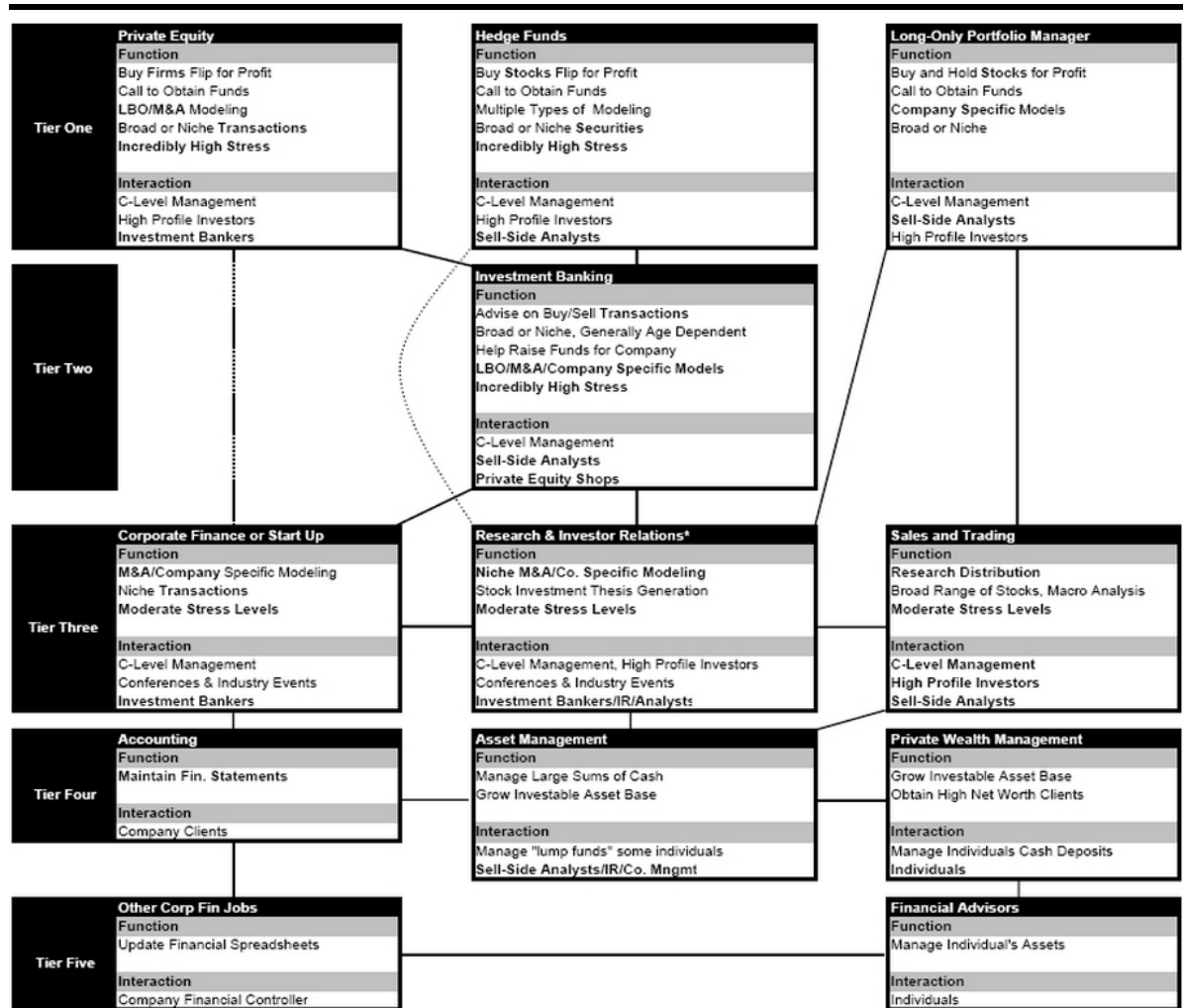
**I Am From a Rich Family Should I Get a Career?** Absolutely not. If you're already well off, the family contacts will be better than starting in a Career (making someone else rich). Besides, if you're already rich, making a couple million a year probably isn't appealing. We would go grab a copy of "How to Get Rich" by Felix Dennis and get cracking. This book is written for people in the middle who want to make seven figures a year.

**I Have a Ton of Options Which do I Choose?** Since we've written this to be as to the point as possible if you force us to choose Technology is the best as of now (2017) followed by Sales and Wall Street if someone wants to eventually start a company. That said... Remember to do what you're good at. If for some reason you believe you'll be better at M&A than pure sales? Go into M&A. Being the best is the most important when it comes to performance related industries.

**I am in Situation X, How Do I Go Into Wall Street?** We have answered every conceivable question on getting into Wall Street on the blog and it can be summarized into a few steps:

1. If young go to a top college -> 3.5+ GPA -> any finance internships as a sophomore -> internships in investment banking or front office Wall Street at minimum during Junior year -> Full Time
2. If young and bad College -> Transfer to New College and cold call bankers to get foot into door -> 3.5+ GPA -> internships -> Full Time
3. If in a “related” career -> cold emails and spin your skills into an investment banking position
4. If around 26-33 years old -> Forced into MBA (*we do not recommend*) -> Full Time
5. If Older than 34-40 = best to forget about it (go in at your own risk, MBA route or Cold Call and Good luck route)

For more details please see the FAQ section of the blog. Finally, **while many people have figured out that we left Wall Street several years ago, below is rough map of how to move around in Wall Street.** It isn't perfect but gives a broad view.



\* Investor Relations is similar to a research analyst however it would be for your specific company (eg. Coke, MSFT, Visa etc.)

After year one at the school (you've already joined every single finance group in year one), you're going to obtain internships as fast as possible. Remember your GPA must remain above a 3.5. The cutoff for almost all of the major banks is 3.5+. So you're going to maintain that 3.5+ GPA and you're going to apply to every single available finance internship. This means you'll happily work at the bottom (as low as financial advisor/back office internships) and slowly grind your way up. Ideally, by the time you're a sophomore you'll have something close to banking on your resume and then you get to apply for banking internships. Finally, yes you'll apply to every single investment banking internship every single time (even if it's a terrible bank with night internship programs).

Now the "map" is not perfect and is a general guideline. We're going to write that out again. **The map is not perfect and is a general guideline.** Yes you can jump from a hedge fund to a long-only. Yes you can jump from Sales and Trading to a Hedge Fund. So on and so forth. The point is clear. Just think about where the connecting points are and it \*typically\* makes the jump easier. If you're doing transaction M&A work in investment banking it's clear that private equity is a good fit. If you're working in investor relations/corporate development, you could jump to Investment Banking or Research for example. As we've stated numerous times, we do not recommend the following: Sales and Trading, Research, anything below tier three. People will complain about

this but we're never going to recommend anything except for Banking, Private Equity, Hedge Funds and Long-onlys.

Why don't we include wealth management and other such sectors as tier 1? It just takes too much time. You should be rich before you're 35 and the only segments that allow for that are in tier 3 and above. In addition, the declines are coming for Research (regulation, trading volumes) which makes the sales & execution side suffer as well.

### **How to Network With Investment Banks?**

We've covered networking several times on the blog, so similar to the other questions we'll answer it in quick bullets (please search the blog for more details including the FAQ)

**Campus recruiting:** This is extremely easy. Every single one of the banks just wants to know "can this guy do the job or is he wasting my time". So all you have to do is say

*"Hi, I'm (name) a (junior/senior/sophomore) graduating in 20XX studying (major). I am interested in joining (group/division) because of (reason) and (relevant experience) which I think can add value to the firm. Do you mind giving me a quick overview of (specific question about group/division)?"*

That's all there is to it. If you have any basic experience (which you should if you follow the rules in this book) the conversation will go smoothly. Essentially, start the conversation by \*proving\* you're not a waste of time.

**Headhunters and Other:** Essentially the same process. Cold email with the template in the FAQ.

*"Hi, my name is XXX I have worked at XXX bank for X year(s) as an investment banking analyst in the Healthcare group. I am interested in joining the team at (Firm) and believe I would be a great fit due to XX and XX transactions. In addition, I understand the group specializes in XX and XX where I have experience due to XX and XX. If there are any opportunities to join the team, I can be reached at (xxx) xxx-xxxx and have attached my resume as well."*

After that the headhunter is essentially an interview. You can create a Linked-in profile, however, cold emailing the headhunters is just as effective.

**How Much do People on Wall Street Get Paid?** Here is the breakdown. We have listed information beyond the entry level positions. If you don't believe the data, feel free to purchase a full compensation package from Glocap or another headhunter firm. You'll be wasting your money because we have the numbers right here for free. This is a \*guideline\*. The numbers below reflect the latest bonus cycle.

### **Investment Banking (2016 numbers)**

**Analyst:** Base ~\$80-100K (100% targeted bonus) 150-200K (age 22-25)

## Wall Street Playboys, LLC

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**Associate:** Base \$125-180 (100% targeted bonus minimum) \$230-365K if you are promoted to VP (age 26-33, wide range due to young talent and MBAs)

**Vice President:** Base \$200-225K (100%+, call it 125% targeted bonus due to revenue generation, total \$400-550K) (age 30+)

**Director:** Base ~\$250K (Variable call it 1.5x base salary target due to revenue generation, somewhere around \$600K) (age 32+)

**Managing Director:** Base ~\$350K (Variable, call it 2x base salary as a target due to revenue generation, somewhere around \$975K) (age 32+)

*Note: Yes base salaries at the junior level are moving up a tad, call it \$5-10K depending on if you're an analyst or an associate. However, as the numbers show, your goal is to get promoted since the variable numbers become larger and larger as a % of your salary*

**What Bank/Group do I Join?** This question misses the point by a country mile. The question is, which bank/Group will allow you to get promoted the fastest. Always choose the one with the highest promotion rate. If you have no idea which group is good and you are starting blind then you turn to prestige for long-term career development and the rank order is as follows. Elite Boutique: (Moelis, Qatalyst, Centerview, Evercore, Lazard, etc.) Bulge Bracket (Goldman, Morgan Stanley, Citi, etc.); Middle Market (Jefferies, Piper Jaffray, etc.) No-Name Banks (simply make sure it is the same job function).

If you want to go into Private Equity and get a career offer in private equity you \*take\* it. If you want to go into banking and get an offer in banking... you \*take\* it. There is no point in "learning something" to jump later. Always jump straight into the position if possible.

Remember after your first job none of this matters at all anymore. From that point forward you choose the firm that is going to promote you the fastest. Think smart. It is about responsibility not prestige. Reiterate: Promotion and responsibility first, prestige last. People who obsess over prestige will earn less than those who focus on getting promoted and obtaining more responsibility.

## Online Business

**I Don't Have Any Good Ideas?** In that case you'll go into affiliate marketing and do it the legitimate way. You'll sell a product you know well on the Internet by creating a niche website. If you cannot do that... Well there is a huge problem. Anyone can learn at least one segment (home and gardening tools to technology products). If you cannot sell a product that already works and has real demand, life will be difficult. Anyone can learn how to sell and anyone can learn at least one segment/sector.

**What if the Market I Serve Goes Away?** This is a great concern however... you can always switch. If you know how to sell an expensive product, the same skills are transferable to many other products. If you see a new product that could impact your business, it is wise to go ahead and either switch or create the new competing product that is superior.

**How to Avoid Burnout?** The answer is realizing you don't have time. As you've noticed this book was written for people between 20 and 40 or so. The reality is your body will slow down. Time waits for absolutely no one. So if you feel that you're really burning out take a couple of days off (rest and turn off your brain) then get right back to it. If someone needs 3-6 months off to avoid burnout... they should go back to Elementary School. It is harsh but true. Someone else will work ~350 days out of the year and take the market away.

The best way to avoid burnout is to recognize that time is going by and you're going to have less energy 10 years from now (this applies if you are 20 or 30 or 40 etc.). As we outlined earlier, you'll learn when your body needs to rest and when you can "push through the pain". Once you strike the balance you'll never feel burned out.

## Copywriting & Sales

**Your Overview Was too Basic I want More?** This is fantastic! It means you're going to learn how to sell and there are millions of books/resources on selling. We would say every single second spent on learning how to sell is a good use of your time. While we included several items in the text here they are again for reference.

### Five on Sales:

*"Secrets of Closing the Sale"* – Zig Ziglar

*"The Challenger Sale: Taking Control of the Customer Conversation"* - Matthew Dixon and Brent Adamson

*"The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal"* - David Hoffeld

*"If You're Not First, You're Last: Sales Strategies to Dominate Your Market and Beat Your Competition"* - Grant Cardone

*"Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions"* by Dan Ariely

### Five on Copywriting

*"How To Write A Good Advertisement"* - Victor O Schwab

*"The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells"* - Robert W. Bly

*"Break-Through Advertising"* - Eugene M. Schwartz

*"Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content"* - Ann Handley

*"Copywriting: Successful Writing for Design, Advertising and Marketing"* - by Mark Shaw

## Affiliate Marketing

**Can You Profit Without Cloaking?** Absolutely, affiliate marketing can be profitable without illegal cloaking which is why we provided copywriting information upfront. We also want to be realistic about what is actually occurring (Churn and burn with multiple accounts going against



terms and conditions). There will always be demand for real affiliate marketing (many websites create content and give overviews of product recommendations).

**How Much Does Your Blog Make?** Practically nothing. As stated, we would include how much money we think we lost by creating the product. Our estimate is around \$100-150K in total. Unless this product sells tens of thousands more than expected we lost money as our time could have been spent better elsewhere. Since we won't be pushing the product hard we have no doubt that we will lose money.

**Not Interested in Business I Just Want to Cloak?** That is fine, just realize it won't last forever. If you're going to go down this route, we have outlined that you'll need to farm a bunch of accounts and you will need to work in the "gray" area for a long time. The irony? If you're good at it, you would have made more money starting something legitimate anyway! Cloaking is not easy to execute (easy to do) but hard to keep running without being shut down. All that said, good luck and you've been warned.

## Social Life

**Won't This Make me a Bad Person?** We attempted to address this earlier in the book (the introduction) but we continue to get the same question. The answer is that you've been brainwashed to think so. You've been taught that becoming rich is "bad" and somehow rich people are "mean and unhappy". This is a lie. Probably one of the biggest lies out there. It is really just a belief used to keep the masses moving along with the blinders on. Helps them rationalize their mediocrity.

In addition, you're a horrible person if you \*don't\* try to become rich. You're neglecting your family and your friends. If you can't even help the people you care about the most and you have the ability to do so... What kind of person is that? Answer: a terrible person.

At least if you try you'll be able to wake up and look in the mirror knowing you didn't waste your life. Most people are dead a few years after they graduate college and give up on life.

*"Most people die at 25 and aren't buried until they're 75." - Benjamin Franklin*

**You are a bad person if you do not attempt to get rich because you are neglecting every single person you care about**

**This Sounds Like too Much Work What About Friends?** In reality, successful people do not hangout with each other 24/7/365. Successful people have busy lives and maintain soft touch relationships. You will likely meet your close friends 1-2x a month at maximum (you will have

many contacts, you just don't see them on a daily basis). No one has time to hang out watching sports every single weekend. Besides. If they did that, they are likely falling behind.

**How Do I Fight Depression?** This is probably not the best place to look for “emotional support” or depression advice. That said, we can provide a few items:

First, we would spend time working on how you think. We recommend two books: 1) A Guide to Rational Living and 2) A Guide to the Good Life. The second thing we would do is review all of our physical and diet/nutrition related items to see if you have a deficiency before attempting any sort of medication.

Second, we would then use two “tricks” the first one is rationalizing yourself out of depression. Being depressed does not get you anywhere. It is similar to complaining. While it feels like something real has happened (when a complaint is made) all it does it waste time and make you feel worse. Everyone goes through phases where they feel somewhat depressed, however, you're going to fight through the mental fatigue by talking yourself through it. “This does nothing for me, all it does is reduce my performance”. If you go down the medical route, it is even worse, as you'll believe that your happiness is tied to some sort of pill.

The next and more extreme way to get out of depression is to record yourself complaining. When you do this you'll cringe when you hear yourself complaining about the world and acting weak. We've found this tactic immediately gets you out of a funk.

All of that said, we're probably not the best people to ask when it comes to emotional support type questions. But. People have asked so that is our answer.

### **What have we enjoyed the most?**

Oddly enough the most fun part is interacting on the blog and Twitter. So it won't be shut down any time soon.

We'll unlikely push it up to 10 posts a month like we did earlier this year, but we have no reason to shut it down near-term. Another funny note? We're fine with losing some money (opportunity cost) to make this product. We know it's legitimate and can go to sleep at night knowing that if there is a young person ~20s/30s who wants some help, the tools are right here for practically every major pillar of life (for the price of a single drink!).

Now all of that said, we think the next most enjoyable part will be the constant revisions/comments/updates. If there are enough changes to the framework we'll be able to re-update it every couple years (yes everyone who paid for the original gets the updates for free). As

we stated in this book, we outlined the tools that worked for us and if something changes, or we find a cool new addition, we'll have to add it (diet is one we're working on at the moment).

To cap it all off it's clear we had to write something since most of the initial purchases came with messages such as *"finally we can contribute something for all the good content + humorous items on twitter etc."*

### **What are some Good Hobbies?**

During our Q&A for the book we got a few requests for miscellaneous hobbies. In general, we'd say the best answer is to become competent at a task you were never interested in. This will keep you in "beginner mode" at all times in at least one item. In addition, if you enjoy the activity you can try to become an expert (nothing wrong with that). So here are a few items to try out:

**Meditation:** Typically not something we recommend for people in their 20s. They are too high strung and think that the process is "unproductive". As you get older, learning how to "hold zero thoughts" can help clear your mind when you have a million items to think about every day.

**Languages:** Learning a new language is never a bad thing. We'd recommend a "largely used language". These languages include English, Chinese (Mandarin/Cantonese), Spanish, Russian etc. Simply take a look at the list of languages spoken around the world and choose one in the top 5-10.

**Travel:** We're including this as a hobby only because it can help you learn your language of choice. Traveling just to get drunk doesn't make a lot of sense. Have at least a few reasons to go to a destination then book your flight. If you can learn something and have some fun partying late at night on a 1-2 week vacation we'd consider that a good return on investment.

**Sports, Instruments and Art:** All three of these items can be rewarding: team sports can help you read people, instruments give you a better sense of rhythm and art can help you understand what "looks good" or bad from a design perspective. While they do not have large overlaps with your regular working life, they can give you ideas on the fringes.

**Outdoor Activities:** Learning about animals, plants and different terrains can also be fun. While this is unlikely for someone living in a major urban area, if you want to go out into left field a bit try to learn more about the various wild life habitats nearby. It'll be a 180 degree turn from your current hectic lifestyle.

**Access Items:** All of the items above can be combined with your industry. Many rich people play golf so learning how to golf can help you open a few new doors. Similarly, if you're

manufacturing a product in China, learning Chinese cannot hurt you when it comes to developing a relationship abroad. Remember, these are simply hobbies and learning how to golf is not going to guarantee any sort of success (as stated earlier, networking happens naturally when you “add value” to a particular process)

The items listed above should provide several ideas (likely in the hundreds) making it nearly impossible to learn every single topic in depth. If you find one you like go ahead and become an “expert” on it during your free time.

### How Do I Stay Focused?

**Step 1: Write Down One Task:** This is pretty simple, every day you wake up and you write down the one thing that is most important to you. It should be no longer than one sentence long. *“My #1 priority is X”*. Now you won’t waste your time hitting the snooze button on the alarm because you have not done anything to progress on the most important item on your list. Don’t waste your time worrying about your other priorities, this will actually kill your focus. Instead you wake up and write down the one thing most important to your life and we have no right in saying what that item is. Some will say *“build second source of income”* for others it may be career related. So on and so forth.

At this point the only thing you’re allowed to do is eat or drink something (get ready for the day) and don’t allow yourself to do anything until **\*progress\*** is made on the #1 item on your list. Finally, the phrase is not an “end-goal” the phrase needs to be set up as progress otherwise you’ll get sick of it rapidly.

**Step 2: Create a Reminder:** The #1 item on your list should have a substantial reason behind it. You then want to create a visible item to look at on a daily basis as you progress. We are not sure what the reminder will be, that said, we prefer a personal quote made by yourself (not some motivational dude who doesn’t care about you and just wants your money). If the task is building up your second source of income then it could be something as simple as *“Do I want to rely on someone else for my livelihood?”* Place your personal reason in clear view when you sit down to start your task. In this clear example, before you get to do anything to start your day you’re going to be reminded that you’re relying on someone else to put food on your table. Not a good feeling and should spur on action.

**Step 3: You’re Not Allowed to Read:** That’s right. Reading feels like you’re progressing but we’ve seen a total of **Zero** purchases made by books read. We’ve never seen someone purchase a Ferrari with *“number of books read”*. In fact, we don’t know a single time in history where a person reads a book and suddenly gets more money. Secondly, if the item is physical *“I will lose*

*weight*” or *“I will gain muscle”*, then you’re not allowed to sit down and read up on new diets and exercise routines. You’re going to go straight to the gym to train physically.

The biggest problem with “reading” as it pertains to the most important item in your life is that it feels like something has been done. We’ve done this many times in the past. Spending 2-3 hours reading about a topic *only to find that all of your most valuable energy is completely drained by the time you’re done researching...* This is not an efficient use of your brain. Reading is relatively low energy and will simply drain your body before you’re able to even get to work. This is also why we do not recommend checking Twitter, Personal Emails, Blogs, News Websites etc. until you’ve worked on the primary task already.

**Step 4: Remove All Noise:** This is both literal and figurative. Unless the task requires phone calls (calling customers as an example) or access to the Internet at that specific moment, you should shut everything out. Take it to the extreme. As an example we prefer turning off our phones before starting to do real work and remove all tabs/browsers unrelated to real time work to prevent any distractions.

This is actually a rare time where we can look to athletes as an example. If anyone has experience in competitive sports... thinking about anything but the present task is a recipe for disaster. The small fraction of a second where focus is lost can cost you the game or the fight etc. Just think of all those examples of athletes celebrating before finishing the race, looking to the side or falling asleep as an opponent is able to easily cruise to an extra point. By removing all noise you’re going to be left with two items, your brain and the task at hand.

**Step 5: Create a Mental Zone:** At this point you’re about to start the task. You’ve already recognized it as the most important to you, you’ve already reminded yourself (utilizing fear) as to why you need to accomplish the task and finally, you’re in a place where you cannot be distracted by any means. Now comes the fun part of creating a “zone” or focus point.

The final step before starting is to remind yourself of a previous success. It does not matter what it is, just choose the biggest achievement that you remember (or one of the biggest) and lock into that time frame. After walking through it in your head as if watching a movie (should take a minute or two) you’re going to repeat the task and remember being *“in the zone”*. This is also more commonly known as neuro linguistic programming, but, we’ll try to take it a step further. Once you have played the event in your head once or twice... the final time, instead of remembering the event, remember the mental state you were in. Try to remember what you were thinking of during the event. You’ll find out the exact same thing. You were not thinking about anything. Ever wonder why we refer to people that are in the zone as being “unconscious”, well now you know.

**Step 6: Take Action on the Task:** If you've done this correctly your mind will not wander. You've prevented this by starting an action before doing any research at all. If we look at the process, by breaking any of the steps... your brain will become distracted. This is human nature and a natural flaw of all humans. You'll worry about doing other things unrelated to your most important action of the day.

**Step 7: All Out or Full Speed:** Since our bodies and brains get tired over time the best way to progress is at full speed until exhausted. Since this is hands down the most important task to you, you'll need to continue in this zone until you lose the mental ability to continue. The vast majority won't do the check-in steps listed above and will pay dearly for it as the value of the work will decline dramatically. If you're distracted or not 100% focused, the value of the work is likely cut into a third. One hour of extreme full speed work and effort will be equivalent to 3 hours of regular effort work.

**Does Money Attract Women?** Yes. Anyone who says otherwise has never made a good amount of money. Here is a general guideline since the question is asked so frequently based on annual income per year:

**\$50K or less:** it will be a negative to your sex life because you are not making enough

**\$50K – \$100K:** in a regular city this will be perfectly fine, in a \*major city\* it is still a detriment to your sex life

**\$100K-\$175K:** in a regular city you're doing well, in a major city it now has no negative or positive impacts to your sex life

**\$175-\$250K:** Positive impact to your sex life in practically \*every city\*

**\$250-500K:** Significant positive, less because of your life but because of the value of your time. At this point you're extremely busy, you're traveling, you're not available, these are traits that will make you incredibly attractive. It won't be possible to fake these trips/traits.

**\$500K+:** It is practically impossible to blow through this type of money with common sense and everything in the previous tier are truer.

**\$1M+:** If you can make this income at any point in your life you're set. Your life changes because all of your actions value your time and comfort. You fly business/first class and do not care. You live a life that is impossible to fake

**\$10M+:** No clue. Not there yet!

**I'm Not Seeing Consistent Gains What Am I Doing Wrong?**

You're doing nothing wrong at all. The reality is that **Improvement is Not Linear**: Real change is slow, bumpy, painful and even downright torturous. You get to that next level and life comes back with a counter punch, knocking you down a peg. Your mind gets frazzled, you injure your arm, you lose out on that next promotion, you get moved to a new location and the list goes on.

Real improvement is a lot of nothing followed by a step function upward. *Only beginners see linear improvement at first.* As you move further along, it turns into step functions. 2-3 years stuck making \$200K a year followed by a jump up to \$500K... followed by 3-5 years of being stuck there to a jump to \$750K... so on and so forth.

Stay the course and if you're doing the right things you'll see step functions. Just make sure you're constantly sticking to \*real\* work. Remember that time spent reading does not count... You only need to read for a few hours a week and the rest of your time should be spent updating and improving your websites/businesses etc.

## Fun Highlighted Success Story

One anonymous person commented on our site and changed his life with the free content alone. We can only imagine how successful he'll be with **Efficiency** in his hands. This is also why we don't argue with people: we know it works.

*"Man, this website has really made me see the world through a different lens (for better or for worse at times).*

**1. Health:** *went from "trying to eat well" to juicing 5x a week and subscribing to a meal service that delivers fresh healthy meals with an accurate macro count. This essentially automates my health from a nutrition standpoint. Sleep is a different story.*

**2. Time:** *I always knew the value of time but becoming more \*efficient\* in my time has made me a more well rounded individual. During my 30 minute commute each way I read on a book on my iphone using the kindle app so I get an hour of reading every single day (while the regulars are playing candy crush). I pay up a little bit more to go to a powerlifting gym where my routine is automated, and a coach/ other experienced lifters are there to check your form. Started playing guitar. The free resources online are incredible and structured in a way that you know exactly what exercises, routines, and practice schedules. Started in August and 30 minutes a day has been all I needed for drastic improvement. Meditation 10 minutes a day has helped me tremendously. Also learning Spanish (use apps on the phone and go to language learning meetups).*

*When I incorporated all of these things in my life I thought that it would leave me no time for my social life, but my social life has sky rocketed. Two phenomena's I've noticed:*

**A.** *When you make less time for people and have a busy schedule, people tend to gravitate to you more and want to spend time with you more (both men and women)*

**B.** *When you make beneficial changes to your life a lot of these changes stack. For instance, I like Latinas. When I go to a Spanish learning meetup I can learn a language, while flirting with a Latina. Also two good excuses for a date are teaching them guitar, asking them to teach me salsa dancing (trying to learn also). You quickly start killing two birds with one stone. Overall, when you use your time efficiently to pursue interesting and worthwhile endeavors that will enrich your life, people will want to become a part of your new life.*

**3. Work:** *I got crushed on office politics believing performance was a much bigger piece of the puzzle and office politics was petty and not worth playing the game. Got steamrolled for this and started networking heavily externally and leveraging relationships within the company. Currently chalking up my losses and planning my next move. No need to dwell in the past will hit the ground running at my next gig.*

**4. Starting a Business:** *Realized the important of this and how it is non-optional. Currently researching this every chance I get and hope to have a revenue generating website up within a couple months.*

**5. Women:** *Last on the list for a reason. Completely stopped putting effort into attracting women and got better results. I think any guy who is in shape, can speak another language, has interesting hobbies, and is well dressed will be just fine. Had a few girls ask me if I could teach them guitar. Makes for a great date."*



## Top Five Posts

### \$1 Million, 10 Years, Zero Excuses

We've gotten some mail regarding our requirement for posting here. Which is a \$1M+ net worth and at least 5 years of front office experience. For some, this seems "impossible". But. The math simply doesn't lie. If you're 27 years old and you've made Vice President in a revenue generating role, you're already making ~\$500K per year (yes we're back to 2006 compensation levels already). In less than 3 years you'd have at least \$600K assuming you saved \$0 during the years you made ~\$200-300K per year. Enough of that. We're going to outline a step by step process for *\*anyone\** to generate \$1M in net worth even if you *\*don't\** want to work on Wall Street. Will it be easy? No. Nothing worth doing ever is.

- 1) Job, Career and Business
- 2) Building Transferable Skills
- 3) The Quick and Dirty \$1M Math
- 4) Targeting and Selling to the Right Market
- 5) The Only Sale That Matters is the One that Converts
- 6) Cruise Control and Real Work Life Balance

### **JOB, CAREER AND BUSINESS**

If you found this blog you're in luck. You can easily tell the difference between a Job, Career and a business as follows: 1) Job: Trading time for money (Hourly wage or fixed Salary), 2) Career: trading performance for money (Income is primarily from performance. Delivering results.), 3) Business: You have created an establishment that will make money while you sleep (product sales, outsourced work flow)

That summarizes every single position in the world. 80%+ of people will not understand the paragraph above (luckily our blog is targeted to the 20%) and they will continue to trade their time for money. This makes it impossible to become rich and around 33-35 years old they become bitter/jaded as they did not hit their goals.

**Job:** A job is only acceptable as a temporary position. You can take a job only under the condition that it is 1) not minimum wage and 2) you can transfer the skills to your future career or business. No exceptions to this rule.

People who are willing to work for free are *\*begging for help\**. In addition? The only person willing to hire free labor does not have the power to afford *\*quality\** paid for labor. How are you going to learn from someone who can't even afford to pay you \$15-20 an hour? You're a human being and deserve to cover your bills even if you are learning for the most part. Besides.

## Wall Street Playboys, LLC

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If he's willing to pay you? He's thinking of ways to leverage your skills long-term as he finds what type of intelligence you have.

To drive the point home. If you're even thinking about taking an unpaid position, we're going to assume you're lazy. Why? If you're actually willing to work hard (60-80 hours a week when you're young)... Then? You would have put in the time to find a position you *would* be paid for! Doesn't get much simpler than that. The only person who is willing to work for free is simply a fool.

Perhaps there is an exception to this rule? We haven't seen it. Maybe if you get to work with Warren Buffet you can go ahead and work for free. But. Working for any large company for free (or even worse a small one) is simply a bad move. Your time is worth at least \$15 an hour.

**Career:** A career is a performance based position. Do not be fooled by high salaries or high hourly wages. Even if you're making \$100 an hour that is only \$200K per year. The Company will do everything in its power to prevent you from making more money than that.

The deadliest company trick in the book is paying someone *more than they are worth* in the early years (22-27 years old). Then... proceed to pay them *less than they are worth* as they remain at the Company. This is a classic move done in high salaried positions such as consulting. Dangle the carrot of making partner, burn them in their early thirties. One out of ~40 make the partner jump and get that equity. You see this trick time and time again in many industries.

**Reiteration:** A career is a performance based position.

Many careers (pure sales in particular) provide extremely *low* salaries with large performance upside. Think 30/70 split where 30% of your compensation comes from salary and 70% comes from performance fees on a quarterly, semi-annual or annual basis. Absorb the pain. The beauty of a sales role is that the skills are transferable into *any* industry! If you are good at sales you will always have income. If you can convince someone to fork over \$50K for an enterprise B2B product, you're going to have no problem selling cars if you hit a rough patch in your life.

The second variation of performance is *equity*. This is where the engineers come into play, not the ones who work solely for a capped salary. Equity is just a cute word for ownership. You are in a performance based position because your net worth is directly tied to the valuation of the Company you work for. If you can expand the Net Income line by \$100K... and it obtains a 10x earnings multiple... That's a million bucks. Just make sure you're able to negotiate a fair slug of equity so you get more than \$2 of that \$1M valuation increase.

**Business:** In this situation you leverage all of your skills. Every single talent you have is poured into your business. A business is something that makes money even as you do nothing. Of course if you do nothing for multiple years it will likely die. But. You've created a system that makes money in your sleep.

**Etch this quote into your brain:** "You are hardworking or you're smart. You cannot be both."

When you have no skills, you're forced to become hardworking. You're killing yourself day in and day out to learn valuable transferable skills. Eventually, you have learned enough. You jump from working hard to leveraging all of your talents into scaling an actual company/business. At this point, once you're generating meaningful revenue, you're looking to *\*hire\** hardworking people who don't have the skills to start a company *\*yet\**.

This is a huge jump. The building phase takes a lot of effort and once you're generating a meaningful amount of money... you need to be able to *\*spot\** talent. If you can do this, they will help you build a meaningful business.

After they learn the ropes? They will probably leave to start their own venture. Long-term, you both win.

**In Short:** If you're young, you may need to take a job to build small skill sets to get into the career you are longing for. Once you hit age 22 you should not work in a job ever again. Business or career only. In our opinion, it is best to learn the ropes in a career for at least 3-4 years before starting a business. If you're already running a scalable business, then this entire section could be skipped!

### **BUILDING TRANSFERABLE SKILLS**

Now that you've got the framework... It is time to define what a "transferable skill" is. In short, a transferable skill is an *\*intangible skill\**.

Funny. Many people think that tangible skills are the best but those can be outsourced. We talk about this a lot on the blog. Anyone can learn how to build a financial model. Anyone can learn how to read a graph. Anyone can copy and paste numbers from an SEC filing. Anyone can do basic arithmetic. In short, if it can be learned in less than a month it's *\*not\** a transferable skill.

Transferable skills are any skills that are unique to you. A simple person to person example? A fast twitched athlete would be unique to you. This would directly oppose a slow twitch endurance athlete. Neither is good nor bad. They are simply unique to you and your development of them will determine how good your talents are.

On a more important note, let's focus on transferable skills for money making:

**Sales:** You already knew this one was coming. If you're good at sales you will always make \$200K+. Emphasis on good. You sell to people with money (primarily older women worried about their fading looks) or you sell extremely expensive items to wealthy men. That's generally how the market is split up. If you are good at sales you are not selling to your typical middle class man. Why? He is usually a weird frugal guy who refuses to buy anything. You sell to either women or you sell to wealthy men who are willing to pay a premium for high quality products/services.

**Networking:** This is somewhat similar to sales. The only difference is that you don't need to transfer a feeling. It is a lot easier than sales. Become a trusted source of good information. Then? Link two people who will *\*mutually\** benefit. You will collect a commission for doing

this. Why? It has a lot of value. If you're able to realize that Person A needs Person B's skills... And you're the person who figures it out? That skill cannot be taught. It is valuable and not replicable by a sweatshop in India.

**Production Improvement:** This is \*largely\* overlooked. Many people say "I can't think of a new idea or product". So what? It doesn't matter. What about improving the actual efficiency of the product or business. This is either on the cost side or on the revenue side of the equation! If you tell a company that you can reduce its costs (Total Cost of Ownership = TCO) by 25% at a cost of just 5%? They are going to hand you money. On the other side... If you can improve their sales funnel that results in a revenue increase of 5-10%? They will pay you a few hundred basis points for that product. You don't need to recreate the wheel. Make the wheel run smoother.

**Basic Maintenance:** The most obvious example would be property management. Creating a quick stream of income in a niche neighborhood and managing properties for wealthy individuals. Once you gain the trust of a few wealthy men? They will refer you to other wealthy individuals looking for some monthly income. Once you've gotten the tasks down (insurance, good tenant screening, solid marketing of each rental property) it becomes an easy monthly paycheck. Notably, you can do this for many other industries as well. Just look at TaskRabbit as an example of outsourced services for menial needs.

**Continuity:** Ah yes, the holy grail. You affiliate marketers who keep visiting the site from StackThatMoney are all nodding in agreement. You're able to private label your product and you've set up a monthly rebill. All your income comes from the re-bill and gaining the customer is the real headache. The manufacturing of the product is meaningless since anyone can set up the infrastructure in China (even an imbecile can do this!). The real skill is getting the quality up, getting the sale up and making sure other people don't try to steal all of your market share.

The best example is one everyone knows of... NetFlix. Probably the best re-bill on the planet.

**In Short:** We don't know what you're good at. Maybe you're better at creating the product. Maybe you're better at selling. Maybe you're better at improving efficiency. We simply don't know. What we do know however, is that you need to find your niche skills and begin leveraging them. Time is not on your side and if you waste it trying to target meaningless niches you're going to go belly up in a hurry.

### **THE QUICK AND DIRTY \$1M MATH**

Many people skipped the first two sections and jumped here. A million bucks in 10 years is not that difficult. We would wager that you'll clear this figure in 7-8 years instead of 10.

"Can't be too upset as I've made it many times over already based on your benchmark of 1 mil by 30, but had to stop for a moment to think about how much more could have been achieved if I had read this post 10 years ago" - Stealthy1Percenter

Before we simply brush off this number as easily obtainable we're going to outline the requirements here. Assuming you start at \$0.

1) Give up three years and you will be free; 2) You will not work less than 70 hours a week for the \*first\* 3 years; 3) You will have two forms of income by year 5-6 at minimum; 4) You will not waste your time fixing weaknesses and will focus on your strengths; 5) You will not try to regurgitate another product unless it is \*the only\* product and you will take second place (Pepsi vs Coke as an example)

If you break one of these rules you're unlikely going to succeed. We're not too worried about your spending habits or your current skills because it is incredibly easy to make \$100K a year if you work 70 hours a week for three years. After year three you will be efficient and you won't crack more than 50-60 hours a week unless you made bad decisions. Besides. To make \$100K a year you only need to make ~\$27 an hour. A typical career will pay you north of \$100K out the gate if you're in a major city. If not? Well follow the path below anyway:

**Year 1:** As stated above. Your first three years are going to be dreadful. You will encounter many battles with self doubt. You will fail many times over and over and over again. You will work hard. By the end of year one you will realize that the only people who watch motivational videos are for weak people. You will fade into the abyss as you are forced to drop contact with many people due to your rigorous work schedule. In year one here is your goal. Find your talent. Only in year one are you allowed to work a "job". You will likely work \*two\* jobs if you haven't found a career yet. You work in one that is focused on Intent (sales, people connection) and you will work in another focused on Synthesis (networking, efficiency). Once you find out which one you're good at, you jump into that career. Net Income: \$80-100K. Net Worth ~\$40K.

**\*\*\*Note: Numerics is left off. If you are good at numerics you don't need to find where your talents lie\*\*\***

**Year 2:** You are now in a performance based position. It does not matter which type of performance you choose. You are simply leveraging \*your\* talents. Do not listen to what other people are "telling you to do" you're following \*your\* talents. Why? The masses don't know anything anyway! By year 2 you must have a career at \*minimum\*. If you're extremely talented go ahead and jump into business. But. Generally, you're going to spend a couple years in the career zone. You work on your business ideas on the side. Finally, if you're only working 50 hours a week, find a side job for another 20 hours. Don't settle and break the rules. Expected Income: \$120-140K. Net Worth ~ \$80-100K.

**Year 3:** The last two years have been awful. You feel like you haven't accomplished much but in reality you have. Your skill set is currently being honed and you've got some money in the bank to show for it (likely near \$100K). For some, you're going to spend more time on a side business (section 2 on using your transferable skills) while others still need a bit more time in their career. This is typically a dark and boring year but you're much more efficient. 70 hours are clipped and you're only up about 10%. Expected Income: \$135-155K. Net Worth ~\$150K.

**Year 4:** By now you know what you're doing. You have at least one idea for a business that is based on your transferable skills: Sales, Networking, Production Improvement, Basic Maintenance and Continuity. In an ideal world everyone hits the continuity button! That said, you're now going to focus about 45 hours into your career and that remaining time is going to be

spent on your side business idea. You're going to see a minimal increase in earnings for the year and build up a brand/reputation. Expected Income: 150-170K. Net worth ~\$225K.

**Year 5:** This is typically a banner year for those in a serious career. Around year 5 you're finally generating real revenue for a firm. You are also hitting your stride in efficiency. If you're still working 60+ hours a week then you're either a poor employee or you are not well positioned politically within the firm. When you make the leap on Wall Street this usually means a 50% move in compensation. If not? Well you're still in the low 2s range. Since we don't know a person's specific career path we'll assume another 10-15% move as you're still spending a good 20 hours or so on your side business. Expected Income: \$170-200K. Net Worth \$310K.

**Year 6 - 8:** Now we're into the good years. You should be hitting your stride and getting ready to pull the event button soon. If your side business has been growing for about 3 years, this is usually where the traction starts to show up. If you wasted your time trying to copy products or you wasted your time targeting niche fields with no money... You're going to be in pain. Since you're reading this post we assume you didn't make that foolish mistake and you've got traction. Either A) it's now generating a decent amount of money for you ~\$50K or B) you're realizing the growth is outpacing your career income growth! You either quit or gather a team so you can have two forms of income (we suggest gathering a team, but if you're real greedy... quit and go it alone). Your income should continue to go up by about 10% but we'll flat line you at \$200K + \$50K from the side... You're saving \$125K easily. Expected Income: \$250K. Net Worth: \$685K as of year 8.

**Year 9 and 10:** Well you've made it already. By giving up three years of your life (pretty meaningless since your early 20s are the most energetic years) you're now a millionaire. You're about 31 years old and you put away another \$250K + market returns on all of your investments. We can squabble all day about how much you will actually have at 30. But. In reality, \$1M by thirty is easily attainable with this game plan. In fact we'd go ahead and say you'll \*exceed\* this number over the course of a decade. Using Wall Street as an Example by 27 years old you should be at the \$350-500K marker and that alone will push you over the next 3 years. The real smart ones simply build that second form of business income and throw it into the bank. \$50K a year is an easy sum to achieve even if you are lazy and decide to write copy on the side. Expected Income: \$250K. Net Worth: \$1M+... Call option with an \*event\* sale of the company.

**In Short:** Now you realize why it is important to put the big blocks up first. If you're trying to catch someone who is already in year 5 of the described plan you will be hurting. Year 1 effort is always significantly harder than year 5 effort from an energy standpoint. In addition, this is a clear step by step year by year outline of how to leverage your skills to make money. Don't bother listening to other people who claim it is not possible because they are not willing to put in the work.

Find that career. Find that side income. Scale. The side income will \*more likely than not\* be neck and neck with the career income by year 8 on the time-line. Will happily bet money on that one.

### **TARGETING AND SELLING TO THE RIGHT MARKET**

Now that you've got the 10 year \*blueprint\* lets make sure you don't throw up a huge mistake on the side income piece of the equation. The career debate is already dead as you simply look for performance based income. Anyone arguing for hourly wage non-sense is simply drinking far too much kool-aid.

### How Do You Find the Right Market?

**1) The Right Market is Willing to Spend Money:** The word choice here is critical. This is also why we laugh when people try to target middle class men for money. Middle class men are generally cheap guys who are having their money spent by their wives (hint right there). The "right market" is the market that is going to spend the money. Not necessarily the one that is making the money. If your buddy is making \$100K a year but he's the same guy haggling for a \$10 discount for his broken iPhone screen... He's a tough guy to sell to. If your friend is hitting 28 and she's single looking to find her man by maximizing her looks... She'll be easily sold to (okay enough with the hints you already get it)

**2) The Right Market is the Masses or the 1%:** Those are the two segments. Rich men are willing to \*pay up\* for quality and status. This is why Ferrarri's exist and this is why the largest companies in the world cater to the high end or they cater to your regular Joe Blow (80% of the population).

Generally speaking, a rich guy knows that he gets what he pays for. But. He is also smart. He will research your product and prod with intelligent questions.

Average Joe is the reverse. He is driven by emotion and will buy based on how he feels. If you can make him "Feel good" or make him think something will "easily solve his problems" without doing work... He'll buy. This is exactly why products sold to the masses come with ridiculously idiotic statements like "guru's hate him" "this one weird trick" "research science approved" (typically unrelated) so on and so forth. Joe average is going to buy based on feeling. This is why he likes motivational junk, quick fixes, and of course pain.

**3) The Right Market is Sold in the Right Way:** As long as your product is legitimate should you care about the sales technique? No. So long as you're not doing anything illegal it does not matter "how it is sold" the only thing that matters is \*if it converts!\*. Remember this when you're starting to sell your product.

**Rich People (top 20%):** If you're targeting smarter and richer people (this blog) you're not going to use phrases like "one trick!", "approved by Kim Kardashian" so on and so forth. You're going to have to spend a lot of time building a brand before even mentioning products you use. Even then? Simply disclose you make a few bucks off the recommendation.

**Average People (bottom 80%):** Now... If you want to make money faster... You're targeting Jane regular. Yes we've switched to Jane regular for a reason. The number one complaint about women is as follows: "women are emotional". This is a wet dream. This means they are easy to sell to! If a person's mood is easily influenced... It means that they are easily convinced to buy!

Take it to the extreme. If you're trying to sell to a Monk or a girl who is scared of losing her looks... Who's easier to sell to? The answer is easy. The emotional one. The girl.

Reiteration. So long as your product works and does as advertised, it does not matter how you sold it. An emotional person is \*not\* going to respond to logic and reason so don't use it! Type in 8th grade level English and make the sale. There is no value in using "verbose" language. Funny. Even with the word "verbose" in quotes it looks like a junk sentence.

In Short: You're really looking for three things. You're looking for people who will actually spend money. You're looking to target a lucrative market. You're looking to sell "correctly" and the correct sale is an emotional one. This is the topic of the next section.

### **THE ONLY SALE THAT MATTERS IS THE ONE THAT CONVERTS**

The best part about this section is we \*can\* give you "one quick trick". Stop trying to sell with logic. Start selling with emotion. This is the most mind boggling concept for people who focus primarily on numeric based skill sets. Engineers and Quants in particular attempt to apply logic to humans and it simply doesn't work. People make their purchasing decisions based on emotion and feelings. This applies to wealthier people as well. The only difference is that the wealthy person \*does research\* and makes sure he clears enough "utility" from the purchase.

"A person is in Pain or they are seeking Pleasure. Provide a solution to get rid of the pain or provide a solution to obtain pleasure. That is how you sell" - Wall Street Playboys

Generally speaking, pain sells more. Everyone knows this. This is why men who seek money will shell out thousands of dollars for get rich schemes and women who seek beauty will pay top dollar for any physical improvement. That really boils down the two sexes in a single sentence. Men want money to elevate their worth. Women want looks to elevate their worth.

Now that we've given you the "trick" to selling... It is 100% easier said than done. You must communicate at a much lower level to sell to the masses. Do not bother with insane vocabulary. Do not bother with logic. Do not bother with statistics.

The typical phrase is "Keep it Simple Stupid" or (KISS). You can go ahead and remove the first S in that equation when targeting the masses. Keep It Stupid (KIS). If your sales page or advertisement cannot be understood by a 12 year old... It is not a good advertisement. Lets look at some examples:

**Infomercials:** Infomercials are not there for fun. They are spending money on the airtime. Notice... What products are being sold? Primarily: 1) lazy products, 2) depression/insomnia products and 3) alcoholic recovery products.

**Lazy Products:** This makes complete sense. The type of person watching lame infomercials is likely a stay at home mom or a lazy person. They see a "cool gadget" that will save them 5 seconds on dicing tomatoes... This gives them an extra 5 seconds to watch more television! Hooray!



**Depression/Insomnia Products:** This also makes sense. A lot of \*late night\* infomercials are targeting people with sleeping issues. Someone is up watching TV all night at 2 in the morning. Typically, before these commercials come on, at around 10pm or so they have "dating products" because if you're at home watching TV on a Friday/Saturday night you're likely lonely.

So sign up for eHarmony! Then when the viewer has not taken action and feels depressed at around 1am... Boom! Here are some depression/insomnia medication products!

**Alcoholic Recovery Products:** The last subset is the alcoholic recovery section. A lot of people come back from another depressing night out trying to score at the bar and stumble onto their couch to watch TV. Many of these people have serious alcohol issues and the infomercial is right there to "save them".

**Pleasure Commercials:** This is obvious and you don't even need to read this section. Go watch the commercials for any major sporting event and you'll primarily find beverage and insurance commercials. Alcoholic commercials are clear as day. You're watching a fun event. You want to be entertained. Nothing better than a "cold one" to increase your pleasure.

Alternatively, there is the insurance side. You think this has nothing to do with pleasure? It does. In fact it's \*both\* pain and pleasure. The other main audience (besides younger people watching for fun) are middle aged people with families. They constantly think of their kids (they probably play the sport as well) so here's a great way to take a hold of your family. Get solid insurance in case anything happens (fear of loss, family combined with pleasure, feeling responsible).

Now if these examples were "obvious" then you're in great shape. It's time to create your own ads! Learn how to write good copy and see how good you are. Be warned. This is easier said than done.

If you've watched ads and wondered "why in the world is that a popular ad" you're going to "un-learn" those thoughts! Chances are... if the ad is on prime time television... it is Return on Investment (ROI) positive.

We're not kidding when we say Keep It Stupid instead of Keep It Simple Stupid.

**In Short:** The primary lesson here is the same. It does not matter "how you sell" so long as the product is legitimate. If the best advertising technique was to show overweight people mud wrestling on television... You should do it (note: never works!). The only good advertisement is the one that \*converts\*.

### **CRUISE CONTROL AND REAL WORK LIFE BALANCE**

Now that you've read this post and everyone who sees this is a millionaire (joke) it's time for a more serious matter. Real work life balance.

If you've followed this path and find yourself with a solid 7 figure net worth and multi-six figure income streams you're allowed to find balance. For the vast majority of people, they have not earned this right (yet). They should align their ducks and get to work.

Once you feel comfortable, you should now focus on your health and the power of 1%.

**Health:** No lies. During your first 3 years, your health will likely suffer a bit. You're going to work so hard you will *\*actually break\** at least once. Once you reach this limit you'll know when you've gone too far. After a good 5-6 years of nearing the line but never crossing it... You should now shift your focus to *\*maximizing\** your health. Again and again. While money is immensely important, the reason why you have it is to keep your health! By being rich you're able to eat healthy, get some sun, live without stress and help people who have helped you in the past. The point of getting money is not to buy a Tesla (you can if you'd like) it is to eliminate every negative aspect of your life.

If you hit your first million in your late twenties this may mean working 40 hours a week still. If you hit it when you're in your mid 30s it may mean 25 hours of work per week. We don't know. Just make sure you're maximizing your health because that was the entire point. If you're rich and stressed out/unhealthy you're doing something terribly wrong.

**Make Small Adjustments:** Begin fiddling with your business and your career. Can you give up some of your income stream in exchange for time? How much time will you save? How much will it cost you?

Many people attempt to do everything in a small group of 3-5 people. This works... until? You cross a certain net income level. At that point you have to expand. Do your best to maintain your equity and simply offer a higher salary to the person looking for a job.

The power of 1% is certainly real. Do this five times. 5% of a full week is 8.4 hours. That is a lot of time! That is literally a full day of work you just avoided. In other words you could spend 8.4 hours at the gym, eating healthy, reading a book and taking your dog for a walk. It really is up to you. But. 8.4 hours is a long period of time to have freed up!

**In Short:** If you've followed the path outlined here, your goal is to avoid money addiction. We really need to do a post on this but most wealthy people are *\*not\** addicted to getting the money. They are addicted to making the money! It is simply a game they are playing and it is the hardest game in the world (picking up girls gets easy after about 3-4 years). But. Once you're free, you're allowed to strike a balance. Consider your health. Consider your social life and don't fall victim to the money *\*making\** addiction.

### **CONCLUDING REMARKS**

We've reached the end of the post. It truly is possible for anyone to obtain \$1M in 10 years. Maybe we have too much faith in our readership but who knows. Below are the bullets: 1) A job is a time for money exchange only done to *\*temporarily\** build skills for a future career or business; 2) Never work for free or for minimum wage; 3) A career is a performance based income stream and a business makes money while you sleep; 4) Find transferable skills: Sales, Networking, Efficiency, Maintenance, Continuity; 5) Simplistically, if you can average ~\$200K+ a year over a decade starting at \$100K and scaling to \$300K+ you will easily become a millionaire if you want. You won't have time to blow through all the money anyway; 6) Again

and again, frugality is a joke. If you're busy earning? The saving part takes care of itself. You don't get rich if you don't invest in your skills. Example: "research ways to save \$5" vs. "spend same amount of time making \$25". Option one leads to \$5... Option 2 leads to \$30 with the same time spent!; 7) Target the right market. Either emotional people in the 80% or wealthy people in the top 1-20%. 8) Sell with emotion not logic. Logic does not work. 9) Pain sells much better than pleasure. Particularly if you can target an insecurity.; 10) If your product is legitimate, how you sell it is irrelevant. The only thing that matters is if it *\*converts\**; 11) Creating good ads/copy is *\*NOT\** easy. Particularly if you're a logical person. You're going to have to dumb down your writing and intellect to an 8th grade level at *\*maximum\**; 12) You didn't get rich to be an unhealthy fat person. Your health is number one. Your money can also help your friends and family who were there for you when you needed them during the dreadful "down" years.

## The Definitive Guide to Doing the Opposite

In our year end blog review we explained that the best move on New Years Eve is to stay in. New Years Eve celebrations consist of nothing but the Junior Varsity crowd getting sloppy drunk at overpriced venues for \$300 a head. It is a waste of time. This has been a consistent theme on this blog "do the opposite" and we're going to go through a large number of examples below. From small to large.

### Small Examples

**Example 1 - Tipping at Restaurants:** If you're new in town and want to find a good date venue then you should try a few restaurants... Solo. Most people are too insecure to do this and will unlikely read past the sentence we just wrote. If you've passed that piece and are willing to do so... Here's the trick. Tip before service. Everyone sits around waiting for the check to come to throw in their "double the tax" tip and don't even think about trying to have an "image" at the restaurant. Do the opposite. Throw down a 40% tip before you even start eating and joke with the waiter (note: not waitress since she will think you are hitting on her) that you are making sure he doesn't blow you up when you bring dates in next time. He won't know if you're joking about this or if you're using self-deprecating humor. You'll show up with a date next time of course.

**Example 2 - Greasing the Bouncer:** If you know of a few popular venues that have the type of women you like, then it makes sense to develop an "image" at the club (notice a trend?). This will range from the bouncers to the bartenders to the actual club/bar owner. Here's the trick. Grease the bouncer when you leave. Everyone else tries to grease the bouncer \$20 just to get into the door with 2-3 other "bros" and ruin the club environment inside. Do not do this. If you are new in town, show up solo and have a good time. Develop rapport with the door guy a couple times during the night on small breaks chatting with him and other girls in the area. When the night is winding down tell him it was great to meet him (use his name of course) and slip him some cash on your way into a cab/uber.

**Example 3 - Paying Cash:** This is an obvious one to the long-term readers of this blog. If you're running around trying to pay for bar/dinner tabs with credit cards to earn 1-2% reward dollar points you're losing out big time. The biggest error when it comes to nighttime fun is losing momentum. When you pay with credit cards you're doing just that... stopping the flow. There is nothing worse than running your newly improved game and watching the

bartender/waiter fiddle around for 10-15 minutes trying to find your card mixed in with the masses. Not to mention... You can't even establish that you're a solid tipper. Waiting in the queue for the next round of drinks is a foolish move.

**Example 4 - Maximizing Your Looks:** Most guys think that it is not manly to evaluate your looks. These are the same people you'll see wearing crew neck T-shirts and Air Jordans out in public. Their loss. You don't have to dress to kill 24/7/365 since you may be bogged down with work and staying in for the night. But. If you're going to try and meet people you need to dress to impress. In addition, it would be smart to learn some basics around photography.

**Example 5 - Showing Up Early:** Under no circumstances should you set up a meeting and show up late. This includes dates, interviews and meet-ups with friends. It is common advice that you should "make people wait" for your amazing presence. This is complete non-sense. If you show up early to any venue you're going to have the first crack at impressing anyone in sight. Besides, if you're willing to show up late to meet person X, you should just cancel the meeting. You don't think they are important anyway.

**Small Example Conclusions:** Notice that all the "small examples of doing the opposite" pertain to basic social skills and dating/acquaintances. This is because the lowest item on the priority list is acquaintances and random women at the club. That said, it is also the easiest to fix. So, if you don't believe anything on here, try the tricks above and you'll see they work. 1) leave a nice tip before service and the waiter will remember you, 2) tip after you leave the club, the bouncer won't forget you, 3) pay cash to make friends with the staff – notice all three of these will cost money but create valuable contacts, 4) evaluate your looks every year and 5) show up early or find someone else of value.

#### Intermediate Examples

**Example 1 - Impress Only Those Who Matter:** Most people try to please everyone. That is a recipe for disaster because most people are not worth impressing in the first place. Before you bother trying to build a relationship... do some basic background work and find out if they are worth the time. If they are worth the time, go all in.

Twitter is a great example of this because we have weirdos and losers who @ message us to explain they are "un-following" the advice from both the main blog and Twitter micro blog.

Who cares. If you want a clearer example of losers, just look at the garbage people who got upset by Mike's "offensive tweets".

In fact, every single time this happens our Twitter and blog followers grow because we lose the bad readers and obtain the good ones. A good problem to have. It is great to polarize people.

**Example 2 - Consistently Cut Your Contacts Down:** Part of the annual process of elimination is deleting useless contacts from your phone. This is done to prevent unnecessary emotional attachment to old friends. Just because someone has been your friend for 5-10 years does not mean they get a free pass to suddenly complain all day and waste your time. Most people believe that history is a good reason to keep a toxic friend. They are dead wrong.

As you get older and your friends go through ups and downs the ones that stand the test of time always ask the right questions to get back on their feet.

Average people are going to read the paragraphs above and think it means "When your friend is down you leave him!". No.

When your friend is down you give him access to all the *\*tools\** you have to get his ducks in a row. If he continues to spam you to "borrow money" (see give him money) then you need to re-evaluate the friendship. The long-term friends you have (15+ years) will end up going through bad years. Your job is to find ways to help them based on their unique skill-set. Finally, when you hit a rough spot (and you will) it is your job to communicate what your skills are so your friends can help you find a solid career down the line.

**Example 3 - Buy Items for Yourself Only:** Most people buy items to impress other people. This is another recipe for disaster. Everyone has interests (sports, cars, clothes, drinking, traveling etc.) however these interests should be yours and *\*yours only\**. Go out and try hundreds of activities and find out which ones you actually enjoy. You'll be surprised.

The vast majority of people *\*say\** they don't care about the opinions of other people. But. Look at what they *\*do\**. If they have to consistently announce to the world that they do not care about the opinions of others... Then of course they care... A lot.

So do the opposite, do the opposite, do the opposite. If you are going to spend some money on a material item? Great, buy it for yourself only. If you are going to buy something for a friend? Great, don't buy it because you are trying to coax them into something. Just give it to them and move on because it is what you wanted to do in the first place.

As we've stated numerous times in the past, money is to be spent on 1) making more money or 2) making you happier long-term. That is all.

**Example 4 - Find *\*Legitimate\** Mentors:** For the first time in this post we had to put stars around a word in bold because it is extremely important. What is the difference between a legitimate and illegitimate mentor? Easy. He is investing in you. What does this mean? He invests real time into your success.

This does not mean he should be holding your hand through every single step of a process, instead it means that the mentor is actively engaged in your life.

**Not a Mentor Example:** Someone you listen to every single step of the way is not a mentor. That is you following the directions of someone in front of you. That only has value if you have no working knowledge of the topic. It does not have value long-term.

**Mentor Example:** A person that is constantly trying to improve will eventually hit a decision point. Instead of running with his instinct he calls up a few trusted mentors to gather ideas on what direction to go in. That is extremely different from someone simply saying "do X".

In short? Everyone else wants a hand holding experience through everything in life. They want the answers in a "step-by-step" form at all times. You will never succeed this way. While it is great to have a general map or blueprint, no one is going to actually execute the steps for you.

**Example 5 - Learn in Your 20s Earn in Your 30s:** As you can see from the previous examples above, the intermediate examples surround friends and contacts. Generally, this is what most people in their 20s are trying to improve upon.

There is just one problem.

Most people believe that partying and chasing girls until 3 in the morning four nights a week is how you "meet new people". They even go out and try to run "game" in packs of dudes on the weekend.. during the day! This is wrong. Think about the people you meet in these environments and you'll realize that you're clearly violating rule number 1 by not having a solid screening system. If they are not worth your time go to the tried and tested move to get rid of them: Smile, Nod and agree. After this, delete them from your contacts.

Finally, this does not mean that you should become a boring frugal monk, it means that you need to learn to have balance. In our view this is going out \*twice\* per week. Thursday and Saturday since Thursday will have younger more attractive women and Saturday is by far the easiest night to meet women. Again, no need to simply believe this model. Try it yourself and report back.

On that note, if you are still running around getting black out drunk then this one is for you...

**Intermediate Example Conclusions:** As you can see from above, doing the opposite is going to save you a lot of hassle in life. You're not going to respond to ridiculous drunk messages from that "one really cool guy" at 2 in the morning every Saturday. You are going to be "true to yourself" - as cheesy as that sounds and find activities you personally enjoy. 1) Only impress solid people - winners in life, 2) cut down your contacts if you make a bad choice – you will make several, 3) buy material items that make you happy - not in anyway used to impress the masses, 4) find a couple of high quality people that are willing to invest time in you and 5) build skills in your twenties, not damaged livers and childish hookup stories. You will have enough sex and fun if you strike a balance.

### **Advanced Examples:**

**Example 1 - Who You Are Determines Your Net Worth:** That is right. The masses believe that you have to do something in particular (see win the lottery) to get rich. This is pure nonsense. The best way to improve your net worth is to do the exact opposite of this and focus on You Inc.

We have mentioned You Inc. in the past and what this really means is you're going to compare and build upon what you had last year. This is the only game you will play. How can you improve where you are, how fit you are, your knowledge base and your ability to succeed? Notice that comparing yourself to other people never comes into this equation. It never should.

To reiterate. Everyone else believes that "network = net worth". While it is true, this equation will only frustrate you. Why? You will end up complaining that no one is interested in adding you to their "special network". Here is what you can do instead. Re-read the underlined segment and compare yourself to last year. If you have more information on topics X, Y and Z... Then naturally... you're going to move up the food chain. Similarly, if your contact list from year 1 is not the same as year 2... You did something right.

Notice. Your network will expand in proportion to how valuable you are as a person.

**Example 2 - Money is Time:** This is not a typo because again... Do the opposite! Everyone else believes that time is money. They misinterpret the phrase to mean the following: "if you do activity X you could have been doing activity Y which would make you money." That misses the point entirely!

Money is Time.

It means that you should use money to buy people's time. This can mean 1) hire someone and pay them an hourly wage or annual salary – no ownership!, 2) it can mean advertising since you are paying to capture the attention of people and 3) it can mean paying thousands of dollars to obtain face to face interaction with someone you need to meet.

Use money to buy people's time. This will make you money if you sell a product/service that is legitimate. Who cares if you spend \$60K/month in advertising fees if it returns \$120K in profit? Not you.

**Example 3 – Build Rich Alliances:** Pretty funny. Everyone that saw this blog over two years ago believed that it would turn into some "resume review service" or something to compete with Wall Street Oasis. Absolutely not and never will. First we do not trade time for money and if we were going to build out a business like that the last thing you would want to do is build a reputation up on an established platform and stab them in the back. That is about the worst business decision to make.

Instead you build up a long-standing relationship and eventually you will both find a way to profit. That is a much smarter long-term model. Are we going to do anything now? Probably not, we are strapped for time. But. The point is that you should build alliances by delivering value to people you want to link up with later.

Funny that everyone "knew" it was going to be a Wall Street competitor. Of course they were wrong.

**Example 4 – Go For Real Money:** Everyone else tries to short cut the path to real money. No, real money is not "\$250K per year" (something you can make at the age of 25 as a hedge fund associate) or some such non-sense. Real money is \$1+ million per year or \*at least \* a one-time payout of \$1M+.

Real money is made when you develop many many many contacts (adding value to the bottom line of these contacts) over a long long long period of time and pull the trigger on an \*event\*...

or by creating a recurring subscription revenue stream. That is the reality because “getting rich slowly” is hilarious at best.

**Example 5 – Live Well Below Your Means:** We have talked about the difference between minimalism and frugality in broad strokes (will have an updated version shortly) but the point is that living below your means will allow you to take risks in the future. Lets assume that you are financially successful and have a liquid net worth of ~\$1M by the time you are thirty. (As you know, this is our cutoff for giving any sort of financial advice, otherwise the person is not successful himself).

That \$1M in liquid cash is going to give you cash flow of about \$50K per year. If you are smart (see doing the opposite), you will now use all of your extra cash flow to invest aggressively in businesses and higher risk assets (private equity, venture debt, venture capital and others). Everyone else would go on a ridiculous spending spree, buying things they don't need to impress people who don't matter. If you don't believe this, why are people who win the lottery always broke? Now you know.

To conclude, the biggest tipping point is as follows "cover your living expenses with investments as fast as possible". The catch 22 of this whole process is that by the time you are able to cover your cash flow with your investments, your entire income stream comes from work you love doing! Another one of those odd nuances in life.

**Advanced Example Conclusions:** Clear as day, advanced levels of doing the opposite focus on money. 1) become someone instead of trying to “know someone”, 2) use money to buy people's time, 3) build alliances, don't try to back stab people for a few bucks, 4) go for real money if you're going to build something and 5) live below your means to create options in the future.

### Elite Tip to Do the Opposite

Lets say you have succeeded at all of the items above. You are going to be in shape, financially well off, sharp socially and you will have a rolodex of successful people at your finger tips (Ideally sexy women as well!).

So what is left? The last item left on the list is to continue developing new interests. Yes that is the cheesiest way to end this post but it is the reality. Many rich and financially successful people are boring. Seriously. Look around. You will see that they have odd social manners and become even more rigid as they age! Make sure that you combat this tendency by continuing to get outside of your comfort zone. If you didn't do something new today, this week or this month. Go do it now. Do it today.

## The Best Forms of Passive and Semi-Passive Income

To start, \*pure\* passive income simply means “you are rich”. The only way to earn income without doing a thing (ever) is by having a large sum of money. The good news? There are hundreds of other ways to earn income in both a semi-passive or passive way. Specifically, you can create semi-passive streams that tail off, you can invest in higher risk passive income that



\*may\* generate a return well in excess of inflation and you can always work part time to generate “semi passive” income. Below is an outline of streams of income (what we view as best to worst).

### **Semi-Passive Income**

**A Landing Page with No Updates:** This is the best form of semi-passive income. It means you have a website that \*does not need to be updated\*! Now we have to repeat that phrase. You create and set up a website that sells a product and \*does not need to be updated\*. If it needs to be updated then it's not longer in the tier one semi-passive income segment.

Any website that sells a product that does not require updating could include anything from: vapes, electronic cigarettes, retail clothing, protein powder, cosmetics, jewelry etc. Quite literally anything where you go to a website and the same products are being sold day in and day out. Importantly, the reason why this is the best form of passive income is because of the return profile.

Roughly speaking say it takes about a year to get enough traffic to earn \$2,000 a month. This may not seem like much, however, if it only took a year to get done correctly you're now getting \$24,000 a year or the same value as having \$600,000 (in a single year!). If you create two of these you can now focus on bigger ventures. This is the primary reason why we recommend online sales as a starting point. If you can just create two of them you're now free to build something more meaningful and have the money to both live on your own or reinvest the money into paid traffic to a more important venture (important ventures are not semi-passive income as you'll be grinding away to get past plateaus). In short, a landing page that converts is your best form of semi-passive income.

**Management Income:** While we prefer having other people manage rental properties for us, there is money in this game as well. If you want to become a landlord you're going to be forced to commit time (interviewing new tenants, repairs etc.). This means it's not quite passive income but the time spent can be \*leveraged\*. This is a key part of this semi-passive income stream. If you own properties with a high cap rate (meaning annual rental income over value of asset) then you can obtain some leverage to boost the returns. This is secondary to landing pages for a key reason... If you go down this route use the static income to cover the cost of the mortgage payments by 2x.

Lets assume you have \$4,000 a month in semi-passive/passive income. This means you can take on a mortgage payment of around \$2,000 a month (we take a conservative stance and assume your \$2,000 payment includes everything). To keep everything simple, this means you can put \$80,000 down to obtain \$400,000 in real estate value. Assuming your interest rate on the debt is around 4%, your payment is going to hit right around \$2,000 a month (we include home owners insurance, taxes and some wiggle room for repairs in this \$2,000 estimate). Now you can sleep well knowing your payments are protected and can look for the best possible tenant giving up a few bucks (slightly lower rental income) for a stable semi-passive stream of income.

**Updated Information Websites:** Yes you can make some money from blogs, but the real money is in paid traffic product websites. We are including this as a form of semi-passive income because we're sure everyone visits at least one website with updated information not

classified as a blog. Let us use Coupons.com as an example. Now certainly, no one here is wasting their time clipping coupons. But. Remember that there is a LOT OF MONEY in selling to the masses (hence why motivational seminars always work! Never ending supply of always broke dudes looking to get “amped up!” or “fired up!” or “Hyped!!”). The masses are always looking for ways to cut costs, so you can offer a website that does just that (like the coupons website).

Another good example of information based websites is credit card offerings or something like million mile secrets. No one wants to actually do the work and they correctly advertise with the slogan “Big miles. Small Money”. This barely makes our semi-passive stream since there is a lot of updating here. It is possible to run a smaller scale website like this without working a 40 hours per week. (not easy but doable).

### **Return Based Passive Income**

Now we’re moving onto pure passive income. All of these forms of passive income will not require you to do anything. We’ll ignore you being forced to set it up (less than 4 hours) and assume that you do absolutely nothing going forward. There are many many ways to make money if you have money and that’s a good thing. The reason why this segment is separated out is you should be willing to lose some money if things go south. This is called “higher risk return” passive income versus “risk free” passive income. There is an important distinction because the return profile is higher and you shouldn’t bank on 100% of it being stable every single year.

**Owning Properties, REITs and Private Equity Real Estate:** Now the difference here is you’re handing over the keys. Unlike the management income where you do it yourself you’re going to outsource everything. You throw money at the property and hand the keys over to someone else to deal with it. This is not a risk-free situation given 1) potential debt load, 2) trust in property manager, 3) interest rate environment and 4) any one time hazard/maintenance issue that kills your yield for the year. We peg a solid return at somewhere around 6-9%. This includes a management company eating into your yield and of course the natural reserve fund for any maintenance issues.

The second option is a REIT which certainly has risk associated to it. While they do offer high yields (distributing 90% of earnings to shareholders), the REIT is exposed to 1) tax rate changes - you’re taxed based on your personal income bracket vs. dividend distribution rate, 2) reliance on debt, meaning more leverage is needed to boost returns, 3) real estate can be extremely location dependent and is prone to cycles just like we saw in 2008 and 4) since it’s an equity product and as a shareholder, we have to realize they can only re-invest 10% of net income since the rest is being distributed. Take a look at REITs and you’ll see they move around in ways unrelated to the stock market.

The third option is working through a private equity firm such as a Blackstone, Lone Star or Brookfield. You’re locking up your money for a longer period of time (typically) but the returns should be notably higher as well (double digits). Now there is certainly a wide range of private equity transactions from low to extremely high risk... But. Locking the money up for longer periods of time is generally the theme here. Unless you’re in the Ultra Rich group, it’s one of your best bets to get exposure to commercial real estate (apartment buildings, offices etc.).

Overall, we'd say if you looked at this group in aggregate shooting for high single digit to low double digit returns is doable with the right background research. Many people make a handsome living in the real estate industry (there are even executives who read this blog and have emailed us!) and there is a clear reason for it.

**High Yield Bonds:** If you know your industry extremely well, you can start dabbling into higher risk bonds. We wouldn't recommend going into the low end of junk bond territory unless you're extremely savvy but you can begin looking at items with a yield closer to the BB range. We'd emphasize that high yield bonds are for a special type of person 1) a person who is looking for additional yield given that they are already financially independent or 2) a person with significant domain expertise that knows the industry's cash flow dynamics like the back of his hand. If you're in one of these two positions you can find yields that are around 6-8% or so (sometimes even 10% if you're extremely savvy and know the space well!). Importantly, our view is to wait on this one since rates are likely going up a few more times, but it is good to get your hands into the mix now to figure out which corporate bonds are good investment vehicles.

**Crowd Sourcing and Peer to Peer Lending:** This is another interesting one since the risk profile is not well understood today. You're essentially lending to other consumers or you're piling in your money with other smaller scale investors into specific projects. This is a hot topic today given the advancements in social networks and trust amongst strangers online. The key to this investment vehicle is you're making a call on the risk profile of the investment vehicle versus the printed sticker return. If the return is the same as a high quality corporate bond the only thing setting your idea apart is the assumed risk (a clear example would be Lending Club).

The basic items include: car loans, mortgages and credit card debt. You're essentially acting as the bank and again, we think the real differentiator is the spread on the assumed risk you're taking on. The yields are somewhere in the mid-high single digits.

**Dividend Paying Stocks and the S&P 500:** The last bucket is another one for long-term investors that we have already spoken about in the past. Buying index funds that mirror the S&P 500 (ticker: VOO) or dividend yielding stocks (ticker VYM). You're taking a long-term view and are willing to take the sharp downturns during an equity market pull back. The main risk here isn't that the stock market will stop going up over the long-term... the real risk is emotional distortion when the selling begins. The vast majority do not understand what it means to invest in an index fund as you're assigning equal weight to the same old set of 500 companies. To explain this in extremely basic terms "If everyone decides to buy the same 500 companies every month is that an efficient market?". The answer is of course not. Sure companies move in and out of the S&P 500 but everyone should see the point, with more money in this strategy the downturns will be more severe. Related: [Explaining The Warren Buffet Passive vs Active Bet](#)

### Protection Based Passive Income

**Government Bonds:** This is the most basic form of protection based Passive income. Specifically, protection based passive income means you're only protecting the principal values (more or less). If you generate a low single digit yield of 3-4% or so, you're essentially getting nothing back once the year is done. You're taxed at your normal tax rate and on top of that you have to strip out inflation of somewhere around 2% per year or so. We don't think inflation is

that low (1-2%) so we'll go ahead and say all 3-4% of it just goes to stave off inflation. Boring stuff guys. This is to be used for asset protection. Instead of putting money into a savings or checking account where the value is being eaten up by inflation every year, you can throw that safety net amount into government bonds instead. No we don't own these today.

**Treasury Inflation Protected Securities (TIPs):** Now in theory, many of you read the prior paragraph and said "well buying TIPs will protect me the best from inflation" this is certainly fair in practice. The problem is the long-term view on allowing an instrument to be pegged to what the government says inflation will be! Since we don't even believe the current inflation estimates we wonder if the future adjustments to inflation numbers every single year will really make any sense. If you're interested in protecting assets and have a more positive view on the assumed rates of inflation on a year to year basis then these instruments may be useful for you (ticker: TIP). No we don't own these today.

**Certificate of Deposit:** A whopping 2% return! Honestly that is where the higher end CD rates are and if you want to track them yourself then you can check out [bankrate.com](http://bankrate.com) they have a solid overview of the interest rates. Notably, the one benefit of CDs is your ability to stagger. This means you set aside one chunk of money, lets say one 5-year CD at 2% and then every year you buy the same one. This way once you've done this four times, you're constantly getting back the investment and the return as a safety precaution. We do stagger CDs at a rate of 4 months of annual income expenses. This means once you have a healthy financial portfolio you have about 2 years worth of income earning a small return but peace of mind that every single year you can take a 6-month living expense hit and not worry about it. We think this is an extreme safety precaution and it can be done with much less in a money market account.

**Money Market Accounts:** If you're not ready to set aside 2-years worth of income like a pack rat then you can also go down the money market angle. [Nerdwallet.com](http://Nerdwallet.com) gives a solid overview of the money market options and also provides basic overviews of credit cards, mortgages, loans and insurance. We don't operate with a money market account but we'd use this as a "worst case scenario" area for safety. If you're in this camp, 3-months of savings is likely good enough because you should be reinvesting thousands upon thousands of dollars into your real business.

## Concluding Remarks

Your entire net worth and income stream is no different than a sales funnel or building a pyramid. We'll say it once and we'll say it again. You're either building someone else's dreams or you're building your own. With that you should be looking at the framework as follows:

- 1) You build a business and put every cent into making it grow whenever you see a risk reward opportunity that favors you
- 2) During your free time you build a few landing pages to sell products that are known to be high quality and get them to generate a few thousand dollars a month
- 3) If you struggle to do step 2, move to a managerial or information based product where you're constantly updating, it's a grind but all the money is being invested in item 1 where you're looking to buy traffic

4) With excess money flowing in, start building out a recurring income portfolio of “return based” passive income. We have no major preference at this time (we used to prefer dollar cost averaging) between the four items but we do recommend a mix of at least two of the ideas

5) Depending on your risk profile look at protecting a couple of years of income by investing into low risk passive income items.

There you have it every important as it relates to passive income into a single post.

## **How Much Should You Be Worth? Many Paths to Becoming a Multi-Millionaire!**

As our readers know, we don’t tailor our writing to regular people and instead focus on ambitious individuals interested in living an exciting life. Everyone has a different lifestyle they are looking to maintain and we’ll go ahead and provide a framework for how we think each year should stack up at minimum. We give up at 35 years old since no one should be giving life advice to someone in that age bracket (they’ve already made their decisions).

### **Assumptions**

1) The first assumption we make is that you’re going to generate at least \$100K a year out of the gate. If you’re working on Wall Street, within Enterprise Sales or in Silicon Valley, this is absolutely attainable. This is what we have recommended for a long-time in terms of a starting career.

2) Next, we assume that your net worth is calculated on POST tax money. We think it is a fraud to include \$1 million in a 401K as \$1 million to your net worth (it’s likely closer to \$700K if we assume a 30% tax rate). To keep this estimate conservative, we assume all money in your 401K is worth 60% of the face value (40% tax rate).

2) We also assume that you will get a 5% 401K match. This is a rough estimate and we assume you’re not going to invest in excess of the match because you have better things to do with the money (primarily starting a business)

3) We use basic tax brackets since we don’t know where you live. Specifically we’ll assume everything up to \$200,000 is taxed at 28%, everything between \$200,001-\$400,000 is taxed at 33% and everything above \$400K is taxed at 40%. As an example if you made \$400K exactly, we assume your tax bill is \$122K (this is \$200K times 28% and the other \$200K times 33%). Again, this does not perfectly match the tax brackets to avoid perfect calculation and keep it simple.

4) We assume that your living costs increase at a rate of 5% per year and you’re going to live with roommates when you graduate in the first place. There is no reason to be a big spender when you’re young since we live by the saying “learn in your 20s, earn in your 30s, burn in your 40s”.

5) We assume your after tax investment returns will be 5%. This means the money you have on the sidelines will create 5% in annualized returns every single year. If you're dollar cost averaging into the S&P 500 you should be able to generate around 7-10% over the long-run so our 5% assumption is quite conservative.

### **Example 1: Mixed Income Stream (Most Common)**

From what we've seen, the most common path is this one. You start a high paying career, get burned one year on compensation, start a side hustle and... voila! Well over \$2 million dollars by 35. Below is how it typically works out.

**Age 21:** To keep the math simple we're going to assume you begin working at 21 years old. This means you're likely graduating from college (despite costs rocketing higher!). In addition, we're going to assume you have \$0 in total net worth. If you're reading this and are on track to rack up \$100-200K in student loan debt, we suggest quitting entirely and reassessing why you're going down the path of shackles. Since you're going down an ambitious path we assume you'll start with a Base Salary of at least \$100K. This is going to be conservative given the compensation numbers for high earning careers on Wall Street, Silicon Valley and Enterprise Sales.

This is going to be a terrible year. You'll realize that the cost of living alone is likely around \$54,000 at minimum even when you live cheaply. Your after tax savings will likely be a smidge higher than 20%.

**Age 22:** To keep you motivated most companies offer a pretty nice income hike from year 1 to year 2. This is not because the company likes you. This is because they likely lost money on your participation in the labor force (training costs etc.) and if you leave after year one, they have to write it off as a loss or a bad hire! Ever wonder why employers care so much about time at a firm? Well now you know. They really earn money off of you once you're up and running, not when you're green.

We assume you get a 20% hike and because of this you're still motivated to work. You put away just over 25% of your gross income a big step up when you look at the year-over-year change in total after tax savings (59% increase!).

**Age 23:** At this point most companies give a similar pay raise on a dollar basis. This is enough to keep employees motivated and they are now in the green on their investment in human capital (you!). Since you're still seeing some career progression and you've got another wage hike you're feeling pretty safe in your position making it easy to continue slogging along. The one thing you do notice is that the people who have been there for about 5 years seem to be more bitter than the younger employees.

Since the dollar amount increase was the same, your total compensation is up 16.67%. You end up putting away ~31% of your total gross income and your net worth should clear \$100K. Unfortunately, around this time year 3 to year 5 time frame, you're going to get hit by "the system".

**Age 24:** You get one of the following excuses: 1) we had a bad year as a firm or group, 2) you've been getting solid raises so you should take one for the team or 3) we don't know if you're ready for the next change in role. It does not matter what the excuse is. Your compensation is going to be flat. It could be up (barely) but the point is the same, you realize that you're a COG in a system that doesn't care about you at all.

Hopefully this terrible conversation happens earlier rather than later in your career. This is because you'll have the energy and motivation to do something on your own. You'll strike out and do something small (typically free lance consulting) and make a few bucks with minimal effort. Total savings is still in the low 30% range.

**Age 25:** You get a small hike, but the move is not great, you're realizing that you're solidly in the center of the "triangle" within the firm where it is hardest to move up. Everyone wants you to quit or fail because it will lead to less competition for them over the long-term. You stick it out anyway and realize that it will be a while before your next "step function" upward in compensation. The silver lining is you can continue to freelance.

Your time is spent either freelance consulting or you've figured out that you can start a full business selling products! The result is largely the same, you focus more on your business and generate well over \$1,000 a month. Not bad! Total net worth goes to \$200K!

**Age 26:** You're solidly stuck in the middle of the Company/organization. You look around and everyone in this bracket between 26 and 32 or so years old makes the same. It's depressing to see and you realize if you jump firms... well it's going to be the same story! May as well remain in the same Company if you're plugged in from a political perspective. Besides, working on your business makes the most sense given the returns you've seen over the last two years.

You begin shirking a tad at work, cutting corners when needed and grow your small side business to \$25K in total profit. It's now generating a \*near\* living wage! You don't have time to burn your cash since you had to work hard to get here. Net worth \$300K

**Age 27-31:** This is probably the most painful bracket. You're going to be doing the same mundane work for the vast majority of the time. The guys you want to replace won't quit and there is no slot for you to fill. Your only upside is from your company. It's tough to stay focused because the business you're running cannot be scaled easily due to your current necessary career schedule! You're going to feel like you're chewing through a concrete wall.

The good news is that you'll be able to chew through the walls without killing yourself. You'll grow the business to an official near living cost profit pool of \$50K by the time you're 31. Lucky for you, since you have a career still it's pure profit! Net worth \$850K+

**Age 32:** For some reason this happens. When you're about to quit because you see the light at the end of the tunnel you're given some change in role. Think about it like this... If you were smart enough to realize you're being underpaid... and were smart enough to start something... you're probably a better worker than those guys slogging in long hours with nothing else going on! You're hard working or you're smart. You can't be both.

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For fun, we'll assume you get promoted to a new role and your business takes off at the same time. This creates a tough situation for you because you're not about to walk away from that high income boost and you can cover your living costs off of your business! You typically stick around "just one more year... just one more year..."

**Age 33-35:** Your business cannot move anymore. It's growing at a minimal rate of just 10%. Your income from your career is still the majority of your earnings. The problem is that working for someone else is becoming a hassle. You can't stand taking any orders. Everything at work makes you annoyed and you're going to take your foot off the gas more and more. They typically try to motivate you with more money but at the end of the day, you get blown out once they realize you're not tied to them.

Reminder. Under no circumstances does anyone know what you're doing. You simply get blown out around 34. The best part? Your business ends up benefitting because you never really focused on it. Typical net worth? Multi-millionaire at \$2M bucks

### Pre Tax Contribution Items

Age	Gross Income	401K Match	401K Total	Added 401K Value	After Tax Value
21	\$100,000	\$5,000	\$10,000	\$10,000	\$6,000
22	\$120,000	\$6,000	\$12,000	\$12,000	\$7,200
23	\$140,000	\$7,000	\$14,000	\$14,000	\$8,400
24	\$140,000	\$7,000	\$14,000	\$14,000	\$8,400
25	\$150,000	\$7,500	\$15,000	\$15,000	\$9,000
26	\$160,000	\$8,000	\$16,000	\$16,000	\$9,600
27	\$160,000	\$8,000	\$16,000	\$16,000	\$9,600
28	\$160,000	\$8,000	\$16,000	\$16,000	\$9,600
29	\$160,000	\$8,000	\$16,000	\$16,000	\$9,600
30	\$160,000	\$8,000	\$16,000	\$16,000	\$9,600
31	\$160,000	\$8,000	\$16,000	\$16,000	\$9,600
32	\$250,000	\$12,500	\$25,000	\$25,000	\$15,000
33	\$250,000	\$12,500	\$25,000	\$25,000	\$15,000
34	\$300,000	\$15,000	\$30,000	\$30,000	\$18,000
35	\$0	\$0	\$0	\$0	\$0

### Post Tax Contribution Items

Age	Taxable Income	Net Income	Business Net Income	Annual Living Costs	After Tax Savings
21	\$95,000	\$68,400	\$0	\$54,000	\$14,400
22	\$114,000	\$82,080	\$0	\$56,700	\$25,380
23	\$133,000	\$95,760	\$0	\$59,535	\$36,225
24	\$133,000	\$95,760	\$3,000	\$62,512	\$36,248
25	\$142,500	\$102,600	\$15,000	\$65,637	\$51,963
26	\$152,000	\$109,440	\$25,000	\$68,919	\$65,521
27	\$152,000	\$109,440	\$35,000	\$72,365	\$72,075
28	\$152,000	\$109,440	\$40,000	\$75,983	\$73,457
29	\$152,000	\$109,440	\$50,000	\$79,783	\$79,657
30	\$152,000	\$109,440	\$50,000	\$83,772	\$75,668
31	\$152,000	\$109,440	\$50,000	\$87,960	\$71,480
32	\$237,500	\$169,125	\$120,000	\$92,358	\$196,767
33	\$237,500	\$169,125	\$135,000	\$96,976	\$207,149
34	\$285,000	\$200,950	\$150,000	\$101,825	\$249,125
35	\$0	\$0	\$300,000	\$106,916	\$193,084

### Totals After Tax

Age	Savings	Investment Gains	Net Worth
21	\$20,400	\$0	\$20,400
22	\$32,580	\$21,420	\$54,000
23	\$44,625	\$56,700	\$101,325
24	\$44,648	\$106,391	\$151,040
25	\$60,963	\$158,591	\$219,554
26	\$75,121	\$230,532	\$305,653
27	\$81,675	\$320,935	\$402,610
28	\$83,057	\$422,741	\$505,797
29	\$89,257	\$531,087	\$620,344
30	\$85,268	\$651,362	\$736,630
31	\$81,080	\$773,461	\$854,541
32	\$211,767	\$897,268	\$1,109,035
33	\$222,149	\$1,164,487	\$1,386,635
34	\$267,125	\$1,455,967	\$1,723,092
35	\$193,084	\$1,809,247	\$2,002,330

## Example 2: The Career Man

Some people just never see a reason to start their own Company. The reason why? Their careers never see a bump or hiccup. Specifically, a lot of luck goes their way and they have the skills to fill in each leg up of responsibility. We'll use our Investment Banker as the best example since we know a few people who have pulled this off.



**Age 21:** Top –tier investment banking analyst. You’re the best in the class in the right group/sector and you’re going to get paid at the top. Roughly speaking this is around \$150K for a first year and you’re going to have the same living costs as everyone else (\$54,000 out the gate). You are able to save your entire bonus so your savings rate is pretty solid at \$57,600 in post-tax money in year-one.

Your savings rate is already over 33% when compared to your gross income and you had to work hard to get the top-bucket. No vacation for you, just deal related activity and a smile on your face even when getting crushed.

**Age 22:** It is rare to fall from top-tier in year-one to year-two. You end up being in the right “circle” from a political perspective and people in Wall Street rarely change their minds. You continue to get all of the right deal related projects and since you’re still focused, it is easy to get into the top-bucket again. Overall, you clear \$175K in your second year without skipping a beat

It has only been 2 years and you’ve cleared \$133K in net worth! Pretty impressive. While everyone else is wasting money getting drunk at the club you’ve built a strong baseline for a career that could lead to an associate promotion!

**Age 23:** After a somewhat easier year 2 you decide to begin training all the first year analysts. You also attempt to participate in more drafting sessions (proactively) dropping hints to the higher ups that you do have what it takes to be in an associate role. You’re able to manage the younger analysts and you have ideas for updating slide decks and S-1’s without any push to do so.

It has now been three years and you get the head nod for the promotion. Your net worth is nearly \$250K (not quite) and it has only been three short years..

**Age 24:** We are throwing in a low number as a transition year. Why? Typically, you’ll either get a meaningless stub bonus or you will not get paid the exact top tier bonus from Analyst 1 through Analyst 3. This is a precautionary measure to make sure the math still adds up. In addition, many analysts typically upgrade their housing when they are moved to an associate role.

Overall, we take a small step back to keep all estimates conservative.

**Age 25:** Your first year as an associate requires more proactive work from you, you’re updating projects before you’re being told to do so. This means you know what your MDs and Directors want to see and simply save everyone time by putting all the items in there before it is requested. In addition, you’re consistently training the junior staff. Nothing special in this year but you’re clearing \$230K (at least!).

**Age 26-27:** These two years are quite similar to age 25, the difference is that you’re continuing to show leadership in the form of training and initiative with pitch books and live deals. In addition, you spend some time at industry conferences to build a small set rolodex of contacts in your industry. More importantly, they give you the role of “staffer” right at the end of your third year as an Associate. This is typically given to VPs (most firms) so the writing is clear. If you can manage the team well, you are in-line for a VP promotion.

**Age 28-29:** Around this frame they give you a promotion to Vice President. You did the necessary work and luckily you built a small contact list within your sector. You get a material “step-function” up in your total compensation to \$400K with a green light to \$500K the next year. By the time you’re solidly in a VP role you’re also solidly in the 7 figure net worth range.

**Age 30-34:** It gets extremely difficult to predict in this range. However the general set-up is as follows: 1) you execute several deals – didn’t source them, 2) you sign up a few small mandates, 3) you eventually win a couple of extra small M&A deals or lead an IPO sourced by an MD, 4) you sign up more retainers for other ideas such as registered direct transactions, poison pills etc (small stuff), 5) you eventually close a couple of nice M&A deals or get lucky and are the banker for a specific IPO. The long-story short is you generate enough revenue to warrant a director promotion but not quite good enough to get to MD! You clear \$500-600K each year. By the time you’re all set and ready to quit, you’ve got \$3M in the bank and you start a hobby to make some side income.

Finally, most people don’t quit. If you were this good you’re likely a career banker.

\*Note: for the 401K contributions below, we assume you are never able to contribute more than \$18K which is the current max, hence the \$36K cap at age 28 and beyond\*

**Pre Tax Contribution Items**

Age	Gross Income	401K Match	401K Total	Added 401K Value	After Tax Value
21	\$150,000	\$7,500	\$15,000	\$15,000	\$9,000
22	\$175,000	\$8,750	\$17,500	\$17,500	\$10,500
23	\$200,000	\$10,000	\$20,000	\$20,000	\$12,000
24	\$50,000	\$2,500	\$5,000	\$5,000	\$3,000
25	\$230,000	\$11,500	\$23,000	\$23,000	\$13,800
26	\$280,000	\$14,000	\$28,000	\$28,000	\$16,800
27	\$295,000	\$14,750	\$29,500	\$29,500	\$17,700
28	\$365,000	\$18,000	\$36,000	\$36,000	\$21,600
29	\$400,000	\$18,000	\$36,000	\$36,000	\$21,600
30	\$500,000	\$18,000	\$36,000	\$36,000	\$21,600
31	\$550,000	\$18,000	\$36,000	\$36,000	\$21,600
32	\$600,000	\$18,000	\$36,000	\$36,000	\$21,600
33	\$600,000	\$18,000	\$36,000	\$36,000	\$21,600
34	\$600,000	\$18,000	\$36,000	\$36,000	\$21,600
35	\$0	\$0	\$0	\$0	\$0

**Post Tax Contribution Items**

Age	Taxable Income	Net Income	Business Net Income	Annual Living Costs	After Tax Savings
21	\$142,500	\$102,600	\$0	\$54,000	\$48,600
22	\$166,250	\$119,700	\$0	\$56,700	\$63,000
23	\$190,000	\$136,800	\$0	\$59,535	\$77,265
24	\$47,500	\$34,200	\$0	\$62,512	-\$28,312
25	\$218,500	\$156,395	\$0	\$65,637	\$90,758
26	\$266,000	\$188,220	\$0	\$68,919	\$119,301
27	\$280,250	\$197,768	\$0	\$72,365	\$125,402
28	\$347,000	\$242,490	\$0	\$75,983	\$166,507
29	\$382,000	\$265,940	\$0	\$79,783	\$186,157
30	\$482,000	\$327,200	\$0	\$83,772	\$243,428
31	\$532,000	\$357,200	\$0	\$87,960	\$269,240
32	\$582,000	\$387,200	\$0	\$92,358	\$294,842
33	\$582,000	\$387,200	\$0	\$96,976	\$290,224
34	\$582,000	\$387,200	\$5,000	\$101,825	\$290,375
35	\$0	\$0	\$20,000	\$106,916	-\$86,916

**Totals After Tax**

Age	Savings	Investment Gains	Net Worth
21	\$57,600	\$0	\$57,600
22	\$73,500	\$60,480	\$133,980
23	\$89,265	\$140,679	\$229,944
24	-\$25,312	\$241,441	\$216,129
25	\$104,558	\$226,936	\$331,494
26	\$136,101	\$348,068	\$484,169
27	\$143,102	\$508,378	\$651,480
28	\$188,107	\$684,054	\$872,160
29	\$207,757	\$915,768	\$1,123,526
30	\$265,028	\$1,179,702	\$1,444,730
31	\$290,840	\$1,516,967	\$1,807,807
32	\$316,442	\$1,898,197	\$2,214,639
33	\$311,824	\$2,325,371	\$2,637,194
34	\$311,975	\$2,769,054	\$3,081,029
35	-\$86,916	\$3,235,080	\$3,148,164

**Example 3: The Entrepreneur**

This is where the real money is, we've seen several people quit their careers rapidly once their companies begin to gain traction. It is tough to work for someone else when your business is making more money than your career!

**Age 21:** You start your career and begin acting like an entrepreneur out the gate. Instead of wasting time with politics (big career mistake!) you simply get your work done and go home immediately. This does not look good to the higher ups but you don't care as you're already working on something on the side. You save a decent chunk (just over \$25K).

**Age 22:** You get an "okay" pay raise that is in-line with everyone else at about 5%. You realize pretty quickly that there is more than performance that matters at work. There is something called political capital where you have to be liked by the "right" people in order to get the better payouts. Fortunately, for you you're still seeing 200% growth from your business so it remains as a focus point for you and you triple it to \$15K net of tax.

**Age 23:** You're solidly a "median" employee. There is no hiding from this fact. You can't really get laid off or fired because your work is solid and good, you just don't play any of the political games within the firm. Luckily your business doubles again, because this is why you don't have time to play the politics in the first place!

**Age 24:** The step function occurs! No not for the career you hate but for your business. You clear \$75K in post tax money which is roughly equivalent to what you made at your career. You're thinking about quitting immediately but the firm has no reason to cut you. You're a top tier performer from a work perspective but you take no initiative because there is no reason to anymore and on top of that there is no incentive either! Funny situation around this age as you're not willing to give up all that money and you're not willing to go all in on your business either.

**Age 25:** Your business now starts making more money than your career and you hear of a Reduction in Force (RIF) that is occurring over the next year or so. You raise your hand for the RIF since you don't care about the career anymore. Once you raise your hand, they add your name to the chopping block (so you think!) and your business is doing great almost at \$100K!

**Age 26:** They don't let you go! Unfortunately, when it comes to cutting people it's actually harder to get rid of the top-work performers even if they are not motivated! You end up getting a long-winded pep talk about working harder and are handed a ton of work that will double your hours at the firm. You quit. Forget about it you say and you walk away. Your business ends up generating \$135K that year.

**Age 27-35:** For those skilled enough to build a 6 figure income while at a career, they usually end up scaling to around \$1M in net profit. For some reason this is around where it all shakes out. You can certainly exceed this number or watch the number flat line. Overall, getting to a million dollar business is possible and this is where we assume it all shakes out. You're growing your business in non-linear fashion and end up getting to a \$5M net worth at age 35!

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### Pre Tax Contribution Items

Age	Gross Income	401K Match	401K Total	Added 401K Value	After Tax Value
21	\$100,000	\$5,000	\$10,000	\$10,000	\$6,000
22	\$105,000	\$5,250	\$10,500	\$10,500	\$6,300
23	\$110,000	\$5,500	\$11,000	\$11,000	\$6,600
24	\$115,000	\$5,750	\$11,500	\$11,500	\$6,900
25	\$130,000	\$6,500	\$13,000	\$13,000	\$7,800
26	\$0	\$0	\$0	\$0	\$0
27	\$0	\$0	\$0	\$0	\$0
28	\$0	\$0	\$0	\$0	\$0
29	\$0	\$0	\$0	\$0	\$0
30	\$0	\$0	\$0	\$0	\$0
31	\$0	\$0	\$0	\$0	\$0
32	\$0	\$0	\$0	\$0	\$0
33	\$0	\$0	\$0	\$0	\$0
34	\$0	\$0	\$0	\$0	\$0
35	\$0	\$0	\$0	\$0	\$0

### Post Tax Contribution Items

Age	Taxable Income	Net Income	Business Net Income	Annual Living Costs	After Tax Savings
21	\$95,000	\$68,400	\$5,000	\$54,000	\$19,400
22	\$99,750	\$71,820	\$15,000	\$56,700	\$30,120
23	\$104,500	\$75,240	\$30,000	\$59,535	\$45,705
24	\$109,250	\$78,660	\$75,000	\$62,512	\$91,148
25	\$123,500	\$88,397	\$90,000	\$65,637	\$112,760
26	\$0	\$0	\$135,000	\$68,919	\$66,081
27	\$0	\$0	\$162,000	\$72,365	\$89,635
28	\$0	\$0	\$243,000	\$75,983	\$167,017
29	\$0	\$0	\$291,600	\$79,783	\$211,817
30	\$0	\$0	\$349,920	\$83,772	\$266,148
31	\$0	\$0	\$524,880	\$87,960	\$436,920
32	\$0	\$0	\$629,856	\$92,358	\$537,498
33	\$0	\$0	\$755,827	\$96,976	\$658,851
34	\$0	\$0	\$906,993	\$101,825	\$805,168
35	\$0	\$0	\$997,692	\$106,916	\$890,776

### Totals After Tax

Age	Savings	Investment Gains	Net Worth
21	\$25,400	\$0	\$25,400
22	\$36,420	\$26,670	\$63,090
23	\$52,305	\$66,245	\$118,550
24	\$98,048	\$124,477	\$222,525
25	\$120,560	\$233,651	\$354,211
26	\$66,081	\$371,922	\$438,003
27	\$89,635	\$459,903	\$549,538
28	\$167,017	\$577,015	\$744,031
29	\$211,817	\$781,233	\$993,050
30	\$266,148	\$1,042,703	\$1,308,851
31	\$436,920	\$1,374,293	\$1,811,213
32	\$537,498	\$1,901,774	\$2,439,271
33	\$658,851	\$2,561,235	\$3,220,086
34	\$805,168	\$3,381,090	\$4,186,258
35	\$890,776	\$4,395,571	\$5,286,346

### Concluding Remarks

We'd like to take the time to highlight a few key psychological factors for people looking to become multi-millionaires.

First, you will get screwed at least one or two times. There is no escaping it unless you've got the luck of the Irish. You're going to get burned pay wise or work wise somewhere (typically 1-2x) over a decade time frame.

Second, once your business income exceeds your work income your motivation falls off a cliff. You don't care about doing anything beyond the minimum and quickly fall out of the "circle" politically.

Third, If you're spending your time building income streams you can get to multiple millions of dollars by age 35 and the numbers clearly prove this out (even with 5% cost of living increases!)

Fourth, if you don't focus in on building yourself up early, there is practically no way to catch up.

Fifth, we don't have much time. There is a 20 year time frame at maximum to really make money. No one wants to be killing themselves working around the clock at age 40+.

### Motivation is for the Weak

The title says it all. Self doubt is normal. However. The need for motivation is for the unsuccessful. If you know someone who needs to be lifted up \*emotionally\* to achieve

something... He never wanted it in the first place. He's simply someone who wishes upon a star for the world to give him something he never deserved. Even worse? He thinks the emotional pump up is good for him.

The type of person who gets amped up by written words in a text book or a motivational video will scour the internet far and wide looking for a solution to his problems. It will never come.

He will attend seminars and speaking venues. It will never help him.

He will try to use the same ideas to sell to his peers. It will never work.

He'll never find his magic product or service to sell. He'll never succeed even in the slightest because he is unwilling to take risks. Perhaps, if he is lucky, he gets by on a middle class salary of \$100K per year. But. He's never going to accomplish anything meaningful. Period.

Knowing that most people love this type of inspirational nonsense, many, many, many people become rich by transferring this feeling to the masses. As usual, don't just do the opposite, be the opposite. Use motivation to sell products because people will make purchases when they are in a high emotional state.

Instead of nagging on and on about how weak people enjoy motivation (by definition they are weak because a successful person doesn't need to be motivated) we're going to give away a step by step process to rid yourself of the need for motivation. For free.

**Step 1 - Stand up, Walk Out:** Lets assume the worst. Someone reading this likely enjoys motivational speeches and other such nonsense. Time to throw away the crutch. Kill it for good. Choose a large, large, large venue (college commencement speeches and motivational seminars are good for this). Sit front and center.

You are waiting now. Wait until the crowd bends to his words. When the crowd is bending to his words you'll sense an uncomfortable quiet and focus from those around you. This is usually just moments before the conclusion of the speech.

Stand up. Slowly. Walk through the crowd. Slowly. Never look back. As people stare at you, make eye contact until they break first or you have walked past them. Head straight. Do not look down. Time will slow as you feel the scrutiny from your "peers" weighing on your shoulders. You are not doing this for the attention. Exit the venue.

To reiterate, this is not done for attention. When you are quizzed (many will ask) as to why you left at the "best part" simply say you had to use the restroom. An emotionless statement. Do not say anything negative or positive about the speech, remain in a neutral state (Ie: you're not doing this to be a hater). Never mention the incident again.

What have you done? You've taken control of your emotions. Congratulations. This is step one in your long journey to internal motivation. You will not bend to the words of others for "feelings" or "emotion" you will only listen to logic and reason. Most won't be able to complete step one.

**\*Note 1:** This is certainly rude. The one time event of learning to control your emotions is worth many thousands of dollars. Here's a hint. The speaker has no interest in giving you money so it is going to be a great long-term investment for you. The only message is to work as hard as you can, no actionable advice is given beyond getting rid of your cell phone and "taking life by the horns".

**Step 2 - Testing Phase:** The one time event above is going to give you more adrenaline than the entire speech. You've stood up against the largest enemy of all. The masses. Learn to control your heart rate and bring yourself back down to normalcy as fast as possible.

After taking a large jump towards emotional control, it is time to see what you are actually good at. The bad news? Time is not on your side (it never is). The good news? Everyone is good at something.

Find twenty five subjects that you are interested in. Since this blog is about making money, Wall Street and having fun we're going to assume you're more interested in the money part. Go and try all of them until you feel comfortable with the subject. It may take 4-6 months but we doubt it. You're going to be good at some, terrible at others and have potential in \*maybe\* two of them. Check those two out.

How do you know the difference between good and potential? Other people will tell you that you're good at it. These people will not be your friends and family, they will have businesses in the same field.

To conclude the testing phase, here's the rub. Most people try to "do what they love". This does not work. Almost everyone would love a life where they have sex everyday, get drunk and make a lot of money for doing nothing. Naturally, none of this is really going to get you anywhere. Instead of "doing what you love" find what you are actually good at first (maybe only a few things) then figure out if you can do it for many hours per day... bringing us to step 3.

**Step 3 - Stress Testing:** Stress test refers to stress testing your physical body. Step number 2 already determined if you have the talent/intelligence to be good at the task (remember other people will tell you that you're good!). Lets assume you found two topics that you have a knack for. Time to stress test. Can you do this for 80+ hours a week consistently? Try it.

You try one. You find that you're sick of it after a week. Complaining about the lack of sleep. Complaining about the types of people you were meeting. Complaining about the effort it took to improve upon your craft. Complaining about the process of setting up the business.

You try another one. You don't complain about your lack of sleep because you wake up energized. Strange. You don't complain about the people you meet, there are some bad apples but it is tolerable. Strange. You don't mind the hassles of dealing with a miniature set of customers. Strange again. Strange that you're working the same hours but you're not tired anymore. You found a potential revenue stream.

**Step 4 - Prioritize:** So you've found one interest with revenue potential. Check. You've already stress tested yourself for 3 months or so. Check. Now it's time to re-prioritize your life to go all in on your new found venture while maintaining a normal social personality. You can guess where we're going with this.

You commit 100%. You care about every single detail. You do not cut any corners. You do not run in blind. You start building based on long hours of research and effort and commit every single ounce of energy into the project until you are beat. Now you've got 1-2 hours of leisure time and 6-8 hours to sleep... Remember step 2? This is how you avoid becoming a boring type A person who no one wants to hang out with .

Keep those fun ideas in your back pocket and they become your new source of fun/entertainment. You will go through phases and cycle through many activities where you'll be "pretty good" and more and more people will enter your social circle.

**Wash, rinse, repeat.**

**Example:** Maybe you need an example. One is staring right at you. This blog. This blog falls into the hobby/entertainment aspect of life. While it has evolved over time as any hobby will, the chances that we try to build this blog up appropriately (see cater to the masses) is next to zero percent.

Alright, alright it actually is zero percent since we're terrible writers anyway (too blunt and don't cater to idiots).

Alternatively? We take our real side businesses (some smart readers already figured those out) and Wall Street work extremely seriously. You care about everything in that case. You care if the charts have tic-marks or not. You care if there is a typo on a slide no one will read. You care if you respond to a client in 90 seconds or 45 seconds. Everything matters.

**Step 5 - Daily, Monthly and Annual Accountability:** This is similar to your journal. If you've done the first four steps appropriately you won't waste your time listening to speeches or reading insanely corny success stories. How does reading about the success of someone else without any actual \*actionable\* advice help you? It doesn't. If you cannot apply it, you have wasted your valuable time. Again, if someone else has to get you to take action... you are going to lose in the ring every single time to the person who inspired you to take action! You do not read to take action... You only read in search of actionable advice.

**No exceptions.**

You write down your accomplishments, your failures (you'll fail a lot!) and your future tasks every single day. Every single month. Every single year. You tell no one on a personal basis that you are doing this. It is up to you and only you to hold yourself accountable and compare yourself to the person you were last year. (under no circumstances do you compare yourself to others, there is always someone better than you)

## Wall Street Playboys, LLC

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**Example:** The easiest example is financial if you're on Wall Street. You know the comp structure and you know what the Street pays. Luckily it is an up or out environment (you're moving up or getting fired).

Analyst - Base \$80-100K (100% targeted bonus) 160-200K (age 22-25)

Associate - Base \$120-160K (100% targeted bonus minimum) \$350-400K if you are promoted to VP (age 26-33, wide range due to young talent and MBAs)

VP - Base \$175-200K (100%+, call it 125% targeted bonus) (age 30+)

Director - Base \$225-250K (Variable call it 1.5x base salary target) (age 32+)

Managing Director - Base \$325-375K (Variable, call it 2x base salary as a target) (age 32+)

\*Note: Yes base salaries at the junior level are moving up a tad, call it \$5-10K depending on if you're an associate or an analyst. However, as the numbers show, your goal is to get promoted since the variable numbers become larger and larger as a % of your salary

If you're not on Wall Street, try the following: make your income grow at a faster rate each year. This is extremely difficult. In simple terms, if you were up 10% last year, your goal is to be up 15% this year. If you are up 20% then you want to be up 25%. The "law of large numbers" works against you. This is the fun part of the game (it is just that, a game).

Finally, throwing income out of the equation, if you run into an acquaintance you have not seen for a year he/she should recognize that \*something has changed\*. Many times people cannot put their finger on it, but you are simply different (in a good way) compared to the last time you two spoke.

**Step 6 - No One Cares About Your Career or Business:** Most people talk about their work, career or business. Can it. Unless the person you are meeting can potentially help you in your venture, there is no point in giving people information about your life. When you are out once or twice a week since you earned it (from all of your 12-16 hour days) leave it all behind you.

This will work wonders for you. Most people dislike what they do so bringing up work in a social environment is a terrible decision. In addition, if people realize you're happy with your life they will pepper you with questions and waste more of your time. It's a lose, lose situation. You either kill the atmosphere, make the person feel unhappy talking about careers/work or you have a mediocre person trying to squeeze information out of you.

Remember, if you're going to meet someone to discuss important topics, you're not meeting them out and about on leisure time. To repeat... Can it.

**Step 7 - Repeat Step 2:** Once you've squeezed as much as you can from one venture, it is time to move to the next. Do not let your life pass you by. Every year should be filled with interesting and new hobbies (see the attempt at 25 different activities) and ideas. If you think that the last year flew by, it means you were in a mundane routine. Do not do this.



**Step 8 - Bonus Sales Tip:** Now that we've basically killed the myth on motivational speaking and other such nonsense... You know what to do... Use it to sell. By definition, again, the masses love this stuff! If the masses love to be motivated and pumped up... Use motivation to sell more products and services! Get them amped up and feeling good about themselves then make the sale.

No we're not saying you should sell BS products (you won't last long in that case). Instead, make the connection that if motivation and pump up speeches are popular... You know the masses will buy.

**Concluding Remarks and the TL;DR Version:** In short, motivation is a tool used to sell to the masses. If you can make someone feel hyped they will bend to your beliefs and convert (convert is basic internet marketing language for purchase). It is perfectly fine to use motivation to your advantage to sell products.

From an individual standpoint however... No one should be able to motivate you. You should be internally motivated to do well and the external motivators should be telling you to slow down if anything. People who are internally motivated have a problem of going too far. People who need external motivation have not even started in the first place.

**The Bullets:** 1) go against the grain in a large environment to take control of your emotions, 2) find what you're good at - a long-term theme in this blog - no one can hold your hand through this process, 3) stress test yourself intensely and find out if you can actually handle 80+ hours a week - most give up after 50, 4) prioritize everything in your life to maximize your brain cells towards that activity, 5) hold yourself accountable on a daily basis and have an annual review - the harshest critic should be yourself, 6) leave all this effort behind you during down time, your brain needs to recharge and no one cares about your success, 7) repeat step 2, most people work boring 9-5 jobs so they do not know the difference between year one and year five.