

5 Reasons why you should consider a Plan “B”.

REASON 1: TIME FREEDOM

“Time is the only commodity you are born with”.

Many people want **MORE TIME** in their life today than they do more money especially busy professionals.

For many of us, we have been chasing after a dream that has become an illusion. **The typical job, business or corporate ladder does NOT provide the time freedom we are ultimately pursuing. In fact the more successful we are in traditional business, the less time we have.**

With the development of our business model and using the automation and communication benefits of the Internet, we can have **a business that gives us MORE time.**

Plus, with a home business, our commute is less time than it takes us to walk out to our garage. We can work our business around our schedule, instead of the other way around.

That is the ultimate definition of a home business. A business we can build while living our life on a day-to-day basis.

Think about it. You and your family’s lifestyle is unique, wouldn’t it be great to be able to build a business of your own without disrupting most of your day-to-day activities? OR if you did disrupt them it would be because you were making a choice to invest your time in your future instead of spending your time working for someone else.

REASON 2: FINANCIAL FREEDOM

Unless we have a financial vehicle that let’s us increase our income on demand, **we are just an indentured servant, no matter how fancy our title or how many degrees we have.**

Could you earn an extra \$1,000-\$2,000 a month this month if you wanted to? **What if you wanted to increase your income \$5,000 a month within the next 90 or even in 180 days or 2 years for that matter, could you do it right where you are?**

Ask yourself these three questions;

1. Do you have bills or debt you can’t pay off right now?
2. Could you support yourself indefinitely, if for some reason, you lost your job or you were not able to perform your job related activities?
3. If you own a business already, will that business pay you if you decide to be gone for a year, six months, three months or even one month?

If the answer to any of these questions is no, you are not in control of your financial future. If you are a business owner and you answered no then your business is not paying you to own it. It is paying you to work there – it owns you.

Have you sacrificed the quality things in life, trying to achieve something that was not there when you arrived? It does not matter how much money you make, if you have to give up YOUR LIFE just to get it.

REASON 3: LEVERAGE

The word everyone is using today is Leverage. **Keep in mind you cannot leverage what you do not own.** Most investors understand leverage. You use a little bit of money to do the work of lot of money.

Typically there are only two things any of us can leverage; Money or Time. If we have money then we put that money to work to make us more money. If we do not have Money to leverage then we must leverage our time in order to produce a greater return in the future.

One form of leverage available to us today is technology. Through technology we can maximize our efforts in a form of Time leveraging. **You can literally have a business model that works for you 24 hours a day, world wide.**

A second form of leverage (Time) is through strategic relationships, we call this referral marketing or word-of-mouth marketing.

Referral Marketing or Word-of-Mouth marketing is nothing new. Many companies today are using this business model to build their customer base by paying people to refer other customers. Some of the most effective companies invest massive amounts of money, which would typically go to large advertising campaigns, into their referral marketing campaigns. In order to effectively compete, all kinds of businesses are paying substantial referral fees to generate customers and build distribution networks.

And these referral fees are not one time only, **many are monthly and increase significantly, the more people are referred. These referral fees can range from a couple of hundred of dollars to TENS of THOUSANDS a month.**

Once you learn how to apply the principles of "Leverage" to your business, your only regret will be that someone didn't show you how to do this sooner.

REASON 4: QUALITY OF LIFE - LIFESTYLE

Quality Lifestyle is about living where you want to live and having the money or the time to do the things you really enjoy when you want to do them.

Do you have that now?

Most people don't even have quality of life if they make a lot of money. Or if they have a great deal of time to live a quality life, they don't have the money to do anything. This is the catch 22 we all live with. We have to deal with these scenarios in our life, not because we want to, but often times **no one has given them the vehicle to achieve anything different or a map to show them how.**

What if you learned a business strategy that would let you create a **QUALITY LIFESTYLE, instead of just a living? Would you take advantage of it? Would you take the time to find out more?**

REASON 5: TAX BENEFIT

A home-based business is one of the last true tax shelters for the average person. There are a number of ways you can get legitimate tax write offs just by having a home-based business.

The US government realizes the heartbeat of our economy is based in the pursuit of personal and financial advancement. The US tax code has been established to benefit those individuals who want

to pursue being in business for themselves. These are not tax gimmicks rather they are rewards for those who are willing to become business owners.

If you work for somewhere else and you receive a W2 at the end of each year you pay your income taxes based on your gross income. The minute you start your own business your income taxes are based on your net (after expenses) income.

Most people are not aware that by having a home business **they are entitled to many substantial tax deductions that could make a significant difference in their lifestyle without increasing their overall income.**