



**SECRETS OF THE RAT RACE DISCLOSED:
ESCAPE THE 9 TO 5 WORKING WAY OF LIFE FOREVER!**

By Andrew Smith

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WORKING WAY OF LIFE FOREVER! - By Dr. Andrew Smith**

1. INTRODUCTION

Overview

The purpose of this free E-book is to provide you with valuable insight on the current situation with the economy. By understanding the causes of change in the economy, we are able to investigate alternative approaches for developing additional streams of income, which capitalise on current and future industry trends.

The reason why this E-book has been given the title ‘Secrets of the Rat Race Disclosed....’ is because the rules that generally apply for employees are not always the same rules that apply for business owners and entrepreneurs. As an example, the media leads us to believe that during the current economic crisis, everyone’s finances are suffering, but this is not necessarily the case. I will expand on this later, but I want you to be very clear that if you understand the causes of change in the economy, then you can position yourself ahead of the trends so that you benefit. You can position yourself on the ‘gain’ side of the equation, rather than the ‘loss’ side! If money flows away from one section of the population then it must be flowing towards another. Can you see why that must be true?

Changes in the economy occur as a result of many global factors, as well as changing trends. Don’t get left behind! Acquire the knowledge that will enable you to succeed during these times of economic uncertainty.

My Background

Before we begin I would like to introduce myself and tell you a bit about how I became interested in business and the economy:

My name is Andrew Smith and my academic background was originally in Engineering. I graduated with a BEng honours degree in Mechanical Engineering in 2002 and went on to complete a PhD in the subject in 2005. I knew part way through my postgraduate study that I did not want to pursue a career as an Engineer. I enjoyed the challenges of the research work that I had previously been involved with, but had no desire to work for other people, but I simply did not have the capital to start my own traditional business!



During the course of my study I had also been attending college part-time to gain a Fitness Instructor qualification. Exercise and fitness have always been of interest to me and I was keen to learn more about core training principles to apply to my own regime. Upon completion of the course I decided to embark on the next level qualification in Personal Training.

In late 2005 I left both University and College with a PhD in Mechanical Engineering and a vocational qualification in Personal Training, but I was still somewhat unclear in which direction my life was moving!

In January 2006 I started working as a Personal Trainer for a large commercial gym, with a view to developing my inter-personal and communication skills. Within the space of 6 months I had already decided that I needed to get out of employment and take the necessary steps to set up a business on my own. This was mainly due to the politics of the working environment and my increasing displeasure of working for other people! I felt that as an employee my creativity was being stifled, as I had to

report all of my actions to my managers. I am a firm believer that if you wish to achieve extraordinary things in life then you must operate outside of ordinary limitations. This is very difficult when you are confined by the standard rules and procedures of the workplace! Is this something that you can relate to?

It was at this time that I started a part-time business with a Direct Selling company. I was responsible for promoting and marketing healthcare products in the UK for a US based company. I was also working as a freelance Personal Trainer, training my clients in their own homes, whilst I laid the foundations for success in my marketing business.

Due to my commitment to success in my business, I devoted much of my time to researching the factors that could enable me to achieve more. I have always been passionate about research and learning and wanted to adopt the views of successful business people who had already achieved what I hoped to achieve. I knew that I would be successful if I modelled myself on the mentors and coaches who had inspired me.

You will learn more about my journey later. For now, I want to share what I have learned with you, so that you can begin to develop your own understanding of business and the economy. By becoming more financially aware, you could provide yourself with opportunities to safeguard your current income, in addition to developing additional long-lasting income streams.

2. THINK LIKE AN ENTREPRENEUR, NOT AN EMPLOYEE

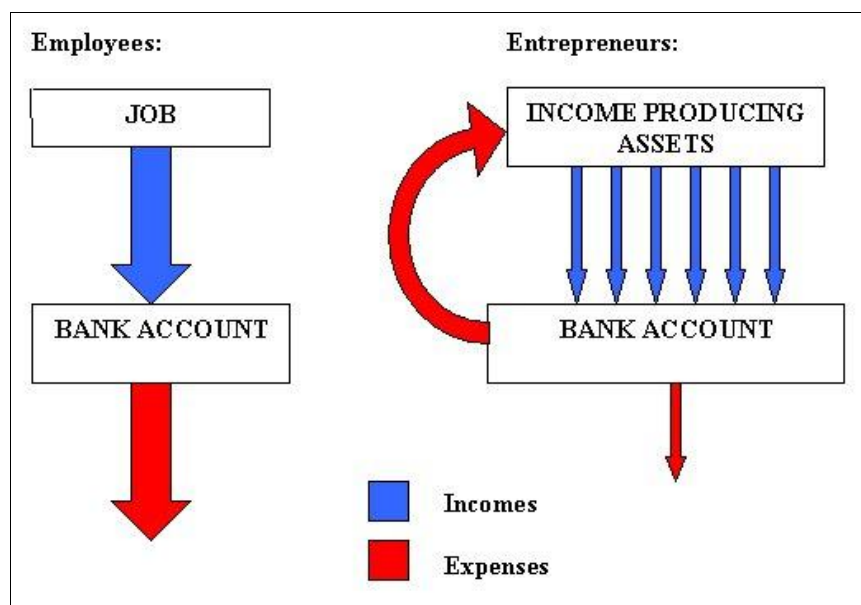
One of my first realisations was that employees and entrepreneurs do not think alike. I know that this may seem like a gross generalisation, but employees tend to adopt a group mentality, where Entrepreneurs adopt individualistic views. Entrepreneurs tend to move in the opposite direction to the masses, whilst employees generally follow in the footsteps of their family members and friends!

However, it is possible for someone to be an employee and adopt an Entrepreneurial mindset. Many people become employees because they believe that it is the right thing to do, based on what they have been taught by their peers. It is not unusual for someone to question these views later in life, especially with the recent changes in the economic climate. It can be very difficult to transition from employment to business, even with a strong purpose and motive, due to other financial obligations and commitments. One of my aims in my business today is to help people to make this transition, by teaching the approaches and strategies that I have personally used to develop additional income streams.

Employees generally believe that their only source of income is their job. The goal is often to find a safe, secure job with a decent salary and additional benefits. The problems occur when the 'employee' is unable to work, or loses their job, as their only stream of income stops. This is one of the harsh realities that we are observing today, with unemployment at a record high. If you have a mortgage, bills and other consumer debts then it is likely that much of your income from your job is already allocated to pay your expenses. It is common for employees to live just beyond their means, which can lead to financial crisis! You may be aware of the current credit crunch, which has been caused by the increased demand for credit and the banks' willingness to provide it!

An Entrepreneur does not rely on one revenue source alone. Many Entrepreneurs believe that security comes from developing many sources of income (diversification), whilst minimising losses and reinvesting in new opportunities. In

the event that one stream is lost, income is still generated by other means. There is always the potential to identify new opportunities to get ahead.



With this understanding we can begin to look at the current economic changes objectively. Although many industries are suffering, are there any industries, which are thriving? Are there ways to capitalise on this and add additional income streams part-time, without large capital outlay? Is it possible to transition smoothly from employment to business in today's economic climate? The answer to all of these questions is yes and I will begin to show you how!

3. OUR ECONOMY UNDER A MICROSCOPE

Have you ever taken the time to step back and look at why changes in our economy are occurring? If you could understand why, do you think you would have a better chance of benefiting from the changes?

According to the BBC News website, unemployment figures for the UK rose from 1.4 million to 1.82 million between May 2005 and November 2008. This is an increase of 30% in a three and a half year period. In the same article, economist James Knightly

predicts that this figure could rise as high as 2.5 million by 2010, a further increase of 37%.

The statistics are equally alarming in the US, Canada, Australia, etc, but what changes are causing record levels of unemployment?

The primary factors contributing to unemployment can be put into two categories: They are ‘supply-side’ factors and ‘demand-side’ factors.

Supply-side Factors for Unemployment

Supply-side factors occur when a company is unable to fulfil product demand for the same price as their competitors. There is still a demand for the company’s product or service, but it is available cheaper elsewhere. Minimum wage requirements prevent the company from lowering employee salaries to reduce the cost of their products and so the company is often forced to downsize.

An example of ‘supply-side’ would be the outsourcing of call centres. Many companies now opt for outsourcing call centre operations to countries such as India, due to the vast difference in cost for the same service. Some people are critical of this, but if you owned a call centre and could cut costs by up to 50% would you not consider it? Improvements in the Internet and telecommunications have made this possible, but it does have a detrimental effect on our own economy.

Later I will share with you how to harness the Internet and technological advancements as a tool for producing personal income. Imagine having the potential to trade globally, communicating with customers 24 hours per day. This can be achieved by applying the principles of Internet Marketing to the promotion of a useful product or service. Although sections of our economy have been negatively affected by technological advancements, we can personally benefit if we are willing to accommodate these changes.

Supply-side factors will affect products that are overpriced (i.e. many retail products today), or that have not been properly promoted to the relevant target markets. It is necessary to be clear on who your target market is and to decide an appropriate means of communicating with them. For me, the Internet is the most logical means of advertising, as many people conduct their own research online and you have the potential to connect with customers all over the world.

Demand-side Factors for Unemployment

Demand-side factors relate to drops in demand for a product or service provided by a company. This affects the company's income and hence, they are required to reduce outgoings. This is often achieved by cutting jobs.

An example of 'demand-side' is the new car market. Because of the perception that our economy is struggling, many people are now reluctant to purchase new cars, opting for cheaper used cars, or putting off upgrading their transport altogether. If you have looked into buying a new car recently you will notice that there are fantastic offers and deals available, as the manufacturers and distributors are struggling to generate business.

To summarise, demand-side factors will generally affect products or services that are dated, or are inferior to the competition. Something will only be desired if it can continue to add value to people's lives. If you consider business promoting a product or service then it is imperative that the product or service is unique, or superior to the competition. It is also essential that the product will be desirable for years to come. There are many things that consumers are not prepared to live without and it is our challenge to determine what those things are!

In addition it is important to consider repeat business. If you choose to promote a relatively low cost product, which an individual only purchases once in their lifetime, then you are reducing the likelihood of repeat business. This will affect long-term

demand for your product. Consumable products offer scope for significant repeat business and hence, recurring income!

Before we move on, I would like to share a quote from a book called ‘Rich Dad Poor Dad’ by Robert Kiyosaki. Robert Kiyosaki is a best selling author and successful entrepreneur and in this book he makes the following statement, which substantiates many of my own beliefs:

“Land was wealth 300 years ago. So the person who owned the land owned the wealth. Then, it was factories and production, and America rose to dominance. The industrialist owned the wealth. Today, it is information. And the person who has the most timely information owns the wealth. The problem is, information flies all around the world at the speed of light. The new wealth cannot be contained by boundaries and borders as land and factories were. The changes will be faster and more dramatic. There will be a dramatic increase in the number of new multimillionaires. There also will be those who are left behind”

Businesses that are struggling in the current economic climate have not acknowledged these changes. To compete in a global marketplace you must have a high quality, competitively priced product and must focus heavily on marketing information about your product. Reputation alone may not be sufficient in an age where people are willing to conduct their own research about products and services and the corresponding prices for them. If you are an employee for a struggling company then it is inevitable that you may lose your job in time.

Communication of information is vital for success in business today. Also, developing your own knowledge increases your chances of identifying opportunities that otherwise may not be available to you. Therefore, I commend you for taking the first steps to developing your understanding of business in the 21st century! Once you understand the benefits of a product or service fully, you can begin educating others and what better place to share information than on the Internet?

I believe that I have a commitment to share what I have learned, to enable people all around the world to take control of their financial futures. My mission is to encourage individuals all around the world to strive for financial success. In today's Information Age that journey must begin with education. As you share your newfound knowledge with others, you too will develop trust with Entrepreneurs of the future, enabling you to develop your own future business relationships.

4. WHAT IS THE SOLUTION?

There are a number of different opportunities for developing additional income streams, part-time, from home. I suggest that this is an ideal starting point, as building an asset from home often requires very little financial investment and can offer high financial rewards if conducted properly. If you take into consideration some of the rules discussed previously, then you can begin to transition from employment to business. I recommend that you only pursue your business full-time when your passive income from your business, or businesses matches your income from your job. Let me explain what I mean by passive income:

A passive income is a stream of income generated by an asset. It might be rent from a rental property, or royalties from a book, or income from repeat customer orders. Basically, it is a recurring income stream from all of your efforts in your business up to that point.

You can increase your passive income, by incorporating leverage. This is when you are paid on the efforts of others, as well as on your own efforts. As an employee, your boss is paid on your efforts, but it is unlikely that you are paid on the efforts of others. Entrepreneurs use leverage, whereas employees are often subjects of leverage.

Internet marketing also offers time leveraging. If you use a marketing system, which works for you 24 hours a day, 7 days per week then you have leverage in your marketing campaign. The challenge is ensuring that people review your material!

So here are some basic recommendations for anyone who wishes to start their own business of this type:

First of all you must research and consider the type of product that you wish to market. I recommend choosing a product that is already available through a direct sales company, so that you can focus your efforts on marketing the product rather than research and development.

For me, Network Marketing business opportunities offer the greatest potential, providing you have a powerful marketing campaign and system. Network Marketing is a business model used by Direct Selling companies to distribute their products. This enables independent representatives to build their own business with the company, by promoting the products or services that the company manufactures. Network Marketing companies rely on individuals who advertise and market the products for them, via a Network of Distributors. Commission rates are often very high for independent representatives of Network Marketing companies as all products are shipped directly from the manufacturer.

The major advantage of many Network Marketing opportunities is that they capitalise on the changes in the economy that we have already discussed. Have you ever been into a shop to enquire about product prices, only to return home and find the product significantly cheaper on the Internet? The product you are purchasing is identical, but on the Internet you may be receiving it directly from the wholesaler or even the manufacturer. This is known as Direct Sales and bypasses the retailers who generally add significant mark-ups on the cost of products. Hence, Direct Selling is likely to be the future of product distribution.

I believe that it is the older generations who may be less comfortable using the Internet, keeping the retail industry afloat. Imagine what will happen when the majority of the population are online and ordering directly from the manufacturers. You can personally partner with a Direct Sales company today and focus on marketing the products through Network and Internet marketing techniques. You

earn based on your ability to communicate information, which can cost very little to set up and to manage. Once you have a system in place you can educate potential customers all day, every day without constant monitoring and involvement.

As with any business, I do not recommend that you rush into an opportunity until you fully understand what is involved, so be sure to do your due diligence on the industry and the company you wish to represent.

5. CONCLUDING REMARKS

I hope that what I have shared with you so far has given you an appetite to want to learn more. I urge you to commit yourself to learning how to get ahead in today's economic climate. The key component to remember is the importance of gathering and sharing relevant information. In the information age, knowledge is power and power is money!

Once you have learned enough to add value to your own life, please use what you have learned to help to educate others. Knowing what I now know, I believe that we can be of assistance to people in financial crisis if we truly care about their quality of life. It is both my responsibility and yours to help in whatever way we can.

Thank you for taking the time to review this information. I wish you all the best in your pursuit of a better quality of life.

7. CONTACT DETAILS

Andrew Smith

Founder of the MLM Summit Training Resources

Email: andrew@mlmsummittraining.com

Website: www.mlmsummittraining.com