

Live Multiple Income Streams! (Training Course)

It's time to take the academic concepts discussed in this course and apply them to produce multiple income streams on the Internet. We will start by reviewing the basic purpose of our efforts and then explore a practical example—a Web project that produces a stream of income.

A Foothold on the Basic Concepts

You should think often about what you are trying to accomplish through your efforts. You want to build multiple income streams that are either residual or leveraged. Remember that residual income comes from doing something once and getting paid for it again and again for a long time afterwards. Leveraged income comes from your share of the accomplishments of people you have recruited and trained. If it were not for residual and leveraged income, we would all be destined to toil our lives away in an unending effort to make ends meet. Rather than just trading time for money, your goal is to set processes in motion that make money--and continue to make money even after you stop working on them. That gives you residual income. Your goal is also to recruit people to your team and help your team members initiate processes that make money. That gives you leveraged income. You want to set these money-making processes in action and let them work for you, so you will have the time and money needed to do the things in life you enjoy.

This program is designed to train you to do just that by creating multiple streams of income via the Internet. Let's focus for a moment on the adjective "multiple" in the previous sentence. You want to create a process that works. Then, you want to start over and create yet another process that works, and then another and another. Why? Because the more you have working for you, the more money you will make. Plus, if one or two of your strategies stop working, you will have others still working for you. With multiple strategies, you can often combine two or more of them in ways that enhance each other. With multiple strategies, you can also afford occasional failures, learning from them and taking that knowledge and applying it to other existing and new strategies.

Think of creating your income strategies as planting trees in an orchard. The more trees you plant and the more carefully you nurture what you have planted, the more fruit you can eventually collect. When the trees are strongly established, you can just keep coming back and picking your fruit in abundance. If a few of the trees die, your orchard has many more to take their place. However, you still have to start by planting one tree--your first tree.

With these concepts in mind, let's get started with your first strategy. Remember, SFI is designed with multiple income streams already available. You could start by picking one of the products or services in the SFI arsenal and concentrate on promoting it. At the time of this writing, you could concentrate on promoting the following:

- International Association of Home-Business Entrepreneurs (IAHBE),
- Veriuni Wireless Long-Distance service
- Veriuni Dial-Up Internet access service,
- Great Domainia domain registry service,
- Veriuni environmentally safe cleaners,
- Veriuni wellness products,
- Or one of the many other products, services, books, and training series available through SFI.

After you develop one successful promotional strategy for your chosen product or service, you can move on to another, and then another.

However, you may want to first consider a personalized strategy, in which you promote your own product or service alongside these SFI products and services. After all, if you already have your own brick-and-mortar business, why not use the Internet promotion skills you learn here to promote your own business? You can then use your own products/services as a stepping-stone to promoting SFI products and services.

If, for example, you have a flower shop, you could build and promote a Website featuring your store, as well as some or all of the various SFI products and services. If you do not already have your own business, why not give thought to some product or service that you could provide over the Internet? If you cannot come up with a product or service to offer, try to think of some information you could offer online for free and that would be of use to others.

As we discussed previously, most search engines do not like affiliate Websites. Even some PPC's exclude SFI Gateway sites because of the sheer volume of SFI affiliate sites already listed there. The upshot is that search engines do like unique and useful content. Search engines are not prejudiced against commerce--just affiliate-based commerce. Search engines, as a general rule, favorably rank sites in which the Webmaster sells his

or her own products or services or offers some useful information. The reasoning is that such a Website, by definition, is unique because only that person sells that particular product or service or offers that particular information. Such a site, if professionally done, should earn you a good search engine ranking over time.

So, to summarize--creating a unique product or service and designing a Website to sell your product or service and also promote your SFI Gateways in one very useful strategy for generating income. You can obtain a good search engine ranking because your site will be unique. You can then use this ranking to promote your own sales, as well as SFI products and services.

DIFFERENT STROKES FOR DIFFERENT FOLKS

Everyone has his or her own different background, education, knowledge, talents, and skills. What works well for one person may not work at all for another. Some of you have your own brick-and-mortar business and some do not. Some of you have financial resources and some do not. Some have a lot of time to devote to online ventures and some do not. Thus, there is no one way for creating income on the Internet that will work for all people. We have to find the way that works for each of us.

In creating an example for this lesson, I tried to find one in which the largest number of readers could relate. It requires few resources to apply the strategy I will describe here. However, keep in mind that hundreds of thousands of people read this course. Consequently, the following example may not work for everyone simply because of the number of readers using the same strategy. What will work for you is a strategy that is uniquely yours. Just use this lesson as an example of how to go about the process of creating and implementing a strategy for online income. Then, develop a strategy that is best suited to your particular knowledge, skills, and resources.

What Others Are Saying

"SFI is a great opportunity that comes once in a lifetime. It works if you are ready to invest some of your time and effort to make it happen. The checks are real and are paid each month. SFI can make your dreams come true!"

Fernando Soave
BELGIUM

"I am new to this company, and I am already amazed at the support I have received. I know I have found what I have been looking for. Together we will make a great team!"

Dara F. Chamberlain
CA, UNITED STATES

"SFI is the best of the best! I have never seen a company so easy to promote...Gery, you are a genius! Thank you for your wonderful work! "

Ace Lanfranco
CA, UNITED STATES

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