

# The Wealthy Trucker Reboot

## Introduction

Starting over again at 65.

I woke up on May 23, 2019 65 Years Old and realized that I needed to do more, not less, to provide for my family in retirement. I have not been a good steward of the financial resources that have come into my life and slipped through my fingers. Like Anthony Robbins always stated and still does..." Your past does not determine or dictate your future!" Your/My future or Destiny fulfilled is up to us. There was something else I woke up with that same morning and that was hope for the future after remembering 5 near death experiences overcome! Besides I just got a raise from the government (hundreds not thousands) in Old Age Security added to my CPP which totals \$1500/month to live. What I didn't realize until now is that you can't LIVE off Canada Pension and Old Age Security! OK, so I must come up with a new plan for my family's future.

I am writing this workbook/book to help and educate aging baby boomers on what lies ahead for them in "retirement" without BOTH Goals and a Plan. If you are a spender and not a saver (like me) than this book is for YOU! If you are like me you have read every book on financial planning and investing and self development there is. I've read every self help book out there, but the reality is up to now I have kept my bad habits like spending. I remain in a state of fear, lack, doubt and unbelief regarding money and personal wealth. This fear of lack has brought it into my life and now I work at shaking it loose so that I can be a living example for you and others that you can never give up on your dreams or hope for a brighter future.

I'm a believer so I come to you in faith.

A good course to take once and take until a new habit is created is Dani Johnsons core program that she puts on multiple times a year called "Steps to Success". In it, Dani, a very successful businesswoman identifies different personalities that help people interact better with people, she also has a program on eliminating debt and one on faith. She is the real deal and was once herself very successful in Multi Level Marketing.

The truth is I am here working out my destiny as an Evangelist to Truckers, Farmers and Entrepreneurs.

An authentic prophecy from February 2018 which not once , not twice, but three times mentioned Networking and that I would become a successful networker had me do an

about turn back into a place I didn't want to go after 7 previous non-successes in MLM prior to now. My mission is to teach people that MLMs in general are ok and that they. (baby boomers). need to create passive income from somewhere. I believe somewhere is the compensation plan inside an MLM called Juuva. I am training people to create a passive income that replaces fulltime income, working 10 – 12 hours a week from home.

My personal goal is to establish a monthly income of \$5000/month to pay all monthly bills, income taxes and do some travelling and teach, duplicate, educate others to do the same. This booklet is being written to debunk issues like retirement, sales and multi level marketing so that you and I as a team to get free from “stinkin thinkin” and “stinkin ways” and advance together to live life ALIVE in retirement vs dead days followed by death itself.

This book/booklet/workbook is being written short and sweet and to the point for all readers and non-readers out there that don't or can't take the time to learn about solutions to their problems and become fearless toward MLM vs fearful! Like we said earlier we are debunking retirement, sales and network marketing. This is the first of I am sure will be many updates and edited versions to remain current and relevant and effective for you the reader.

For the record, my experience is that Network Marketing or Multi Level Marketing is grossly misunderstood and under rated.

With the statistics that are out there combined with developing trends such as up and coming Hemp industry, the YOU economy and millennial spending on health and wellness , not to mention the harmful effects from EMFs ( Electro Magnetic Frequencies ) on our health through the 5G network. These are all trends that Juuva has created products to maintain good health.

By 2020 more than 50% of North Americans will be in the YOU economy (including MLM \$168 billion/year industry) and in their own business. The opportunity is enhanced through both the internet and online shopping.

94% of baby boomers have little or no retirement money saved.

The YOU economy has developed with the advent of internet and online shopping.

The Health and Wellness Industry is at 168 billion dollars now three-time times the size of the pharmaceutical industry worldwide.

Hemp is a fast growing natural and safe industry and remedy.

Millennials are spending money on health and wellness products because they have seen the affect disease has had on their baby boomer parents.

The onset of 5G and releasing harmful EMFs (Electro Magnetic Frequencies) into the atmosphere around us and the harmful affects that radiation will have on humans and animals.

You and I need to find a solution that gets in front of all these good and bad trends for our own safety.

Therefore, the only option left , outside of waiting on an inheritance or winning the lottery is to become an active Network Marketer for 2-4 years , 10-12 hours/week to start to replace your and my income or rather, create a “pension” from passive income generated from an ethical and honest Networking Company with Leadership at the top and bottom of your organization.

Personally, I have been in 7 other Network Marketing Companies and made money in 1 of them.

I can also confess that one of those companies I tried to buy my way in and racked up my first credit card debt that lasted years before it was resolved and cost me my financial health. Also, with another, the one I made some money in I found myself becoming very selfish and greedy.

Again, if it wasn't for a prophetic word from a trustworthy and accurate source I would not be networking today. Period.

So, I KNOW how you feel, I've felt the same way. What I found is that good results from good people whose motives and values are good. Good (Ethical) Company, Better (Cutting Edge) products, Best (Supportive Leaders/ Results orientated) people.

A hardworking Networker using a simple system can build a \$3500-5000US/month residual income or “pension” in months or 2-3 years depending on mastering a simple teach two to reach two approach employed every month. I will take 3 years because I am slowly dumping all the garbage in my head relating to fear, greed. selfishness and rejection. I'm here for the long run as are my mentors and coaches here.

I like the people, the products and the company. Enough about me. Enjoy the rest of the book.

## RETIREMENT

### Retirement Defined

Retirement is the withdrawal from one's position or occupation or from one's active working life. A person may also semi-retire by reducing work hours. An increasing number of individuals are choosing to put off this point of total retirement, by selecting to EXIST in the emerging state of pre-retirement.

Yuck! Some have called pre-retirement a Victory Lap! I choose this description.

OR

When you stop working. your choice, at 65 with a full Pension.

OR

When you are told to stop working at 65 without full pension.

OR

That time you do nothing but eat, sleep, take your medication and have bowel movements after many years of working with some savings and no pension.

OR

The time before you die.

OR

That leisurely time you have after you have worked for one or more companies totalling 40-50 years without a pension.

OR

That time after you have completed your Victory Lap  
(see.[www.victorylapretirement.com](http://www.victorylapretirement.com) )

OR

That time you travelled and spoiled your children and grandchildren before you die.

OR

TRUE and ACTIVE Golden years where your wealth is in a balance between, Body, Mind and Spirit with money in the bank to LIVE JOYFULLY and not fear it running out before death.

I have chosen the last three. I pray you do too!

## SAVING FOR RETIREMENT

JESSE/David BROWN Testimony about Saving for Retirement aimed at Millennials and young Baby Boomers

Start saving when you are young, the younger the better

Save consistently

Pay yourself first after the tithe.

10% of gross pay to tithe (God First)

10% of gross pay to you (Self second)

Find not only a good financial planner but a Money Mentor as well

Let your 10% in your emergency fund handle emergencies NOT your savings.

Read the book Rich Dad Poor Dad by Robert Kiyosaki (Study Cash Flow Quadrants)

Work your way, purposely into the Right side of the Cash Flow Quadrant

Determine what kind of an Investor you are with your Financial Planner.

If you are a Risk Taker, then work yourself to the Right side of The Cash Flow Quadrant.

Study the New YOU economy explained in Success magazine and google.

Create and stick to great money habits.

Create and learn how to have High Self Esteem and create a positive conversation with yourself regarding Money.

Never give up HOPE in good money handling practises.

Read and Reread The Wealthy Barber books by David Chilton.

## NETWORK MARKETING DEFINED AND EXPLAINED

**Multi-level marketing (MLM)**, also called **pyramid selling**,<sup>[1][2]</sup> **network marketing**,<sup>[2][3]</sup> and **referral marketing**,<sup>[4]</sup> is a marketing strategy for the sale of products or services where the revenue of the MLM company is derived from a non-salaried workforce selling the company's products/services, while the earnings of the participants are derived from a pyramid-shaped or binary compensation commission system.

Although each MLM company dictates its own specific financial compensation plan for the payout of any earnings to their respective participants, the common feature that is found across all MLMs is that the compensation plans theoretically pay out to participants only from two potential revenue streams. The first is paid out from commissions of sales made by the participants directly to their own retail customers. The second is paid out from commissions based upon the wholesale purchases made by other distributors below the participant who have recruited those other participants into the MLM; in the organizational hierarchy of MLMs, these participants are referred to as one's *down line* distributors.<sup>[5]</sup>

MLM salespeople are, therefore, expected to sell products directly to end-user retail consumers by means of relationship referrals and word of mouth marketing, but most importantly they are incentivized to recruit others to join the company's distribution chain as fellow referral people so that these can become down line distributors. (Source – Wikipedia)

### Common “Objections”

“Those things don’t work” ..... No, YOU didn’t work!

“They are ALL pyramid schemes” .... The ones with no products sold at Fair Market Value ARE a scheme!

“They are all illegal” .... Pyramid or Ponzi schemes ARE scams!

“I can’t sell!” ....no but you refer and buy online daily right?

“I tried it before”, Me too, so what?

“I hate rejection” ....

Me too, but what I decided is whether a prospect says no or yes doesn't affect me.

I know how you feel, I have felt the same way, but what I found was an INCREDIBLE opportunity with Juuva. [www.juuva.com](http://www.juuva.com)

12 VALUES TO LOOK FOR IN ANY MLM COMPANY

PUT DISTRIBUTORS FIRST – 50% of company revenue paid to distributors. 30% of stock set aside for distributors.

HIGHEST OF CUSTOMER SERVICE- No questions asked on product purchases, refunds/replacement for any flaws whatsoever.

FAIRNESS- Binary system promotes teamwork.

WORLD CLASS PRODUCTS – Cutting edge to reduce pain and damage from 5G technology

LOYALTY – Long term Relationships and Plan for Founders Legacy to go on way into the future.

PERSONALLY ACCESSIBLE – of Leaders at the top and upline.

PROBLEMS RESOLVED BY UPLINE – by Leaders

LEADERSHIP- No Breakaways by Big and Little Business Builders to ensure long term distributor success.

SELF IMPROVEMENT – Daily. Shuts out noise.

CRM – Summit Success to Maintain daily effective marketing.

NEW COUNTRIES here and on horizon. Maintain same Rank as in-Home Country.

TRANSFORMS YOUR LIFE – Gives us all HOPE!

MLM compensation system explained

BINARY – is a plan structure that is very simple and popular. Each enroller is positioned in the binary tree. The Left subtree and the Right subtree. These are enroller down line connections.

Legs are balanced with shorter leg being the pay leg and carry forward of longer leg difference of nonpaid volume. A fair system.

Only have to build two legs and two teams.

Juuva also has matching bonuses and infinite depth with no caps and no claw backs.

If you are a direct seller, professional network-marketer, business owner or entrepreneur this is for you: Jess Hartono

1. Why - it all starts with the why, protect your dream, get clear on your mission, surround yourself with people who will support this, love your family n friends but pick your peers, find your flock/ tribe who will nurture your creativity and stoke your flame (same as an entrepreneur)
2. Do service/ give value, give back - charity, give time, you make a living from what you get you to create life from what you give.
3. Do your recon - Due diligence educate yourself in the business product, management, compensation plan, industry, history and vision. Also, the challenges the bad rep, how to handle objections gracefully, (DSA, FDA,) (marketing spammed)
4. Treat it like a business - hobby business = hobby results, f/time bus. You're your own boss, be a professional, ethical honest and in good karma - come up with personal/ business values because you are a product of the product, do your bookkeeping, stock take, regular inventory etc.
5. Invest in yourself - educate, personal development, grab a mentor keep an open mind - I would listen to about 2 hours or speaker tapes personal development tapes a day usually on the treadmill and in the car - John C Maxwell, Tony Robbins, Zig Ziglar,
6. Manage yourself - a)time And productivity, Daily, Weekly, Bi-Weekly, and Monthly have systems, manage your body, b) Emotions - discipline your disappointments (some will, some won't, some wait) keep the door open, always ask for referrals c)Body - rest, food, exercise wellbeing

7. It's a marathon, not a sprint - remember the long game - patience, develop a discipline/ practice, it's a team sport must play well with others, inclusive, develop love and respect for the industry.
8. Goals - but Progress not perfection - more than just revenue, the focus is on perfecting your craft as a professional network marketer and constantly remain in a state of growth
9. Most importantly have fun - stay positive manage your emotions, positive down negative up (always do positive up n down) and celebrate the WINS! (Each meeting sponsored, boxes sold) recognition
10. Personal brand + REPRESENT - stand for something, create a culture -
11. Client avatar (don't speak to everyone!) same for MLM business builders - go deep to build a business because focusing just like in business when you're a start-up you can rely on the funds, family, friends and fools who'll help get you off the ground but you can't rely on them and chances are you won't find your directors or true business builders. Develop a system to prospect deep 2nd,3rd, 4th generation deep - sponsoring stations, sponsoring tools teach new recruits how to invite and edify
12. Focus on a customer-centric solution - (in my marketing business - take a holistic end result) yourself, lead by example and it just so happens the vehicle on how to get there is MLM (not the other way around) - same applies to market.

David Brown SALES AND MARKETING FOR NETWORK MARKETING:

Do your due diligence on any company before you join.

Make sure the company is beyond start up phase.

Network Marketing is not for the faint of heart so know that going in.

Follow Leaders who have a great track record in building a Network

Persistence Pays.

Use Consistency in doing the right things daily that bring results.

Learn to welcome the NO's.

Create a sense of urgency.

Make the phone your friend,

Develop and Use scripts as you grow into a leader.

Understand that Network Marketing will grow you into a leader.

The prospects decision has nothing to do with you because rejection of what you are offering, not you, is a part of the business.

Learn to have an attitude of gratitude.

Do a deep dive into your own Spirit and if you get a check, don't join an MLM company.

Trust your leaders.

## SALES TIPS FOR A NETWORK MARKETING COMPANY/BUSINESS

Paul Rainford

There are a few differing types of compensation payout structures in the Direct Sales distribution business. A Binary more closely resembles the structure of a conventional corporation that logistically limits the number of direct reports that any one person must ensure that the level of support and time can be devoted to each person.

Without getting too deep into the weeds, it would be safe to say that regardless of the structure the common belief held is that you build your organization wide (personally enrol) for profitability and deep (help others to enrol) for security. Since a Binary limits a person to placing only two people on their first level, the accumulation of income would be compromised. Organizations such as Juuva have overcome this challenge by allowing every distributor to enrol as many people as they choose, they simply must place anyone in excess of the two into the group thereby increasing the income potential for all concerned.

1. Tough times never last, tough people do (Dr. Robert Schuller)
2. Great things never come from comfort zones (Anonymous)
3. The harder you work the luckier you get (Gary Player)
4. Whatever the mind of man can conceive and believe it can achieve (Napoleon Hill)
5. Don't stop when you are tired, stop when you are done. (Marilyn Monroe)

6. The key to success is to focus on goals not obstacles. (Unknown)
7. The secret of getting ahead is getting started. (Mark Twain)
8. Life is 10% what happens to you and 90% how you react to it. (Charles Swindoll)
9. Success is not final; failure is not fatal. (Sir Winston Churchill)
10. What you get by achieving your goals is not as important as what you become by achieving your goals. (Zig Ziglar)
11. Believe you can and you are halfway there. (Theodore Roosevelt)
12. It is your attitude not your aptitude that will determine your altitude. (Zig Ziglar)

## 12 TIPS FOR A SUCCESSFUL NETWORK MARKETING BUSINESS / David S Brown

- 1) Find a good reputable, Ethical Network Marketing Company and do your due diligence.
- 2) Find a Mentor either within the new company or outside.
- 3) Find a prospects pain and make it about them.
- 4) Determine the Number of No's you need to get a yes.
- 5) Find a way or better a WHY to get you through the hard days.
- 6) Dream again with childlike dreams for the future.
- 7) Buy the products that relieve your pain for a testimony.
- 8) Make a set number of calls daily except Sunday Mornings.
- 9) Make a List from your phone contacts and use scripts (in another chapter)
- 10) Connect with People you can work with.
- 11) Present to People using company tools and don't make big claims only how product helped you.
- 12) Follow Through with everyone 1-12 times until IN or NO.

GOALS AS AT FIRST EDITION PUBLISHED ON April 1, 2020

Have my personal products paid for by May 31, 2020?

Generate \$2500US month by July 31, 2020 250 in downline.

Go to convention August 3-5, 2020 in Vegas

Generate \$5000US month by December 31, 2020. 500 in downline.

Become diamond with Juuva by Feb 28, 2021

Lose 20 pounds by May 23, 2020

Walk 5000 steps day by May 23, 2020

Bring Susan home by September 18, 2020

Bless all those with a gift at Christmas 2020 for helping us when we were down and almost out

Read a book each month.

Cash Flow positive by May 23, 2020.

Greet each morning with a THANK YOU God for this day!

## NETWORK MARKETING PRODUCTS AND TRENDS / David S Brown

What should you look for in an MLM product/line?

Should be near the front end of an issue or trend.

5G radiation

Hemp consumption

Millennial Spending on Health and Wellness

Listen to Distributors for new product “fits” into marketplace, MegaLean

Demonstrable, Cation Shields, Anion Emitter.

Safe Replacements for Energy Drinks, Zing and Rejuuv

Greens and Whole Hemp Plant for Stress and Sleep, Nutra HG

3<sup>rd</sup> party research on our best antioxidant, Galaxy.

Protection against bacteria, fungus and bacteria. TruSilver.

Anti aging Skin and cream, Bio Intense

Alkaline Water, C7 Water Pitcher. And water drops and sticks.

Gut health, Live

No questions asked Customer Service (My story on Cation Shields)

Backed up by research.

No Fillers

Affordable

SALES AND MARKETING / David S Brown

People don't sell and don't want to be sold. They refer and network and buy when they see value in both YOU and your product or service.

You create relationships online and move relationship offline to sell.

You slow down the sales process in order to speed it up.

Be yourself around people.

Never SELL online, make friends and create relationships using LinkedIN for example online.

Only sell offline using telephone or Zoom in a three-way call using your leaders or set up a private meeting using free zoom app. At [www.zoom.us](http://www.zoom.us)

Find out the pain the prospect has by listening to their story first and using a survey or simply asking them what the pain is in their life.

Put the prospects interest first.

Add value to the conversation with the prospect and help them even if you don't sell them.

Use FEEL / FELT / FOUND in order to demonstrate Genuine interest with the prospect's circumstances.

Obtain Zig Ziglar materials on (Amazon/You tube) or offline and study his ways.

What I have learned personally is that many of the sales leaders and thought leaders I have followed in my life started out in Network Marketing which aided in their self development and eventual success in their chosen fields, Some others are Jim Rohn and Dani Johnson and Sandra Krawkowski. All good people.

Anthony Robbins uses NLP (google it) to help people overcome negative inner beliefs.

Care about people.

Invest your time in good people and be rewarded when the inner light comes on.

SOCIAL MEDIA / David S Brown

We chose LinkedIn as our Social Media Platform of choice over Facebook and Twitter and Instagram.

Why?

Don't need to buy advertising.

99% Professional connections/Relationships

Owned by Microsoft for 5 years now,

Search for target market.

Facebook hacked twice.

LinkedIn focuses on B2B, Business to Business or Entrepreneur to Entrepreneur

Found affordable training that I am passing along here.

Using Scripts (see below for most current scripts stay on top page)

Find a Mentor (Paid or Unpaid that can help you master)

Stick with it and learn to fish and not hunt.

Create Relationships online.

Slow relationship building online down to speed up the sale offline.

JONATHAN COLLINS

"The art of social media is to present those whom you influence with a complete and unfiltered cross-section of yourself, organization, product, service, or business. Unfettered by high production value, big budgets, or studio lights, social is a glimpse that would be available to family and friends. In terms of marketing it's the most intimate means of communication and the information collected becomes the currency. If social media is just great photos, videos and quips to you, then you'll need to look at the big picture. The most valuable currency in the world is information."

## SCRIPTS USED ON LINKEDIN RIGHT NOW GETTING RESULTS

### 1st Contact (LinkedIN)

Shelly, I'd appreciate the opportunity to connect with you on LinkedIN

Sincerely

David

### 2nd Contact (LinkedIN)

Hi Shelly

Thanks for connecting here on LinkedIN. Your Profile interested me as one who is a good person and who works at being successful. It's great creating new professional relationships here.

Take a minute and tell me about yourself and describe life challenges that you face today Shelly.

I am listening and might be able to help you overcome through education and experience.

David

### 3<sup>rd</sup> Contact (LinkedIN)

Shelly, how are you doing? What's new?

David

### 4<sup>th</sup> Contact (LinkedIN)

Let me ask you a question Shelly. If I could show you a business that you could work 10-12 hours a week from home that could replace your current income in 1-3 years would that interest you?

### 5<sup>th</sup> Contact (LinkedIN)

If I send you a short video by email would you watch it?

### 6<sup>th</sup> Contact (LinkedIN)

What's the best email to send it to?

7<sup>th</sup> Contact (LinkedIN)

What's the best number and time to call you after you have watched it?

8<sup>th</sup> Contact (phone), three way or zoom.... After My Story.... Will you join us?

#### TRIAL SCRIPTS USED IN PAST WITH MINIMAL RESULTS

Shelly,

Hi Thanks for connecting here on LinkedIN. Your Profile stands out to me as one who is a good person who loves life. It's great creating new professional relationships on LinkedIN.

Do you, or do you know entrepreneurs, e.g. truckers, who have physical or financial pain and need help?

What I have found was too good to ignore.

All we need to help you is

A) Describe your Pain.

B) Your email to.

C) Your cell number.

Together let's win

David

OR

Hi Shelly, Happy and Prosperous New Year and Thanks for connecting here on LinkedIN Your Profile stands out to me as one who is a good person who loves life. It's great creating new professional relationships here.

This month we still have two spots open for individuals looking to improve their health and finances. Interested? I'd be happy to get on a call with you or email a brief synopsis for your review. Hope to hear from you.

David

OR

Thank you for your response Shelly

All we need to help you is

- A) Identify the pain you struggle with and want to eliminate, e.g. lack of energy, credit card debt.
  - B) Identify what you want to add, e.g. time, additional money, or feeling good every day.
  - C) Your email to send you a synopsis of how we do that.
  - D) Your cell number to talk with you after watching a brief video.
- David

Hi Shelly, Happy and Prosperous New Year and Thanks for connecting here on LinkedIN. Your Profile stands out to me as one who is a genuine person who loves life. It's great creating new professional relationships.

I am looking for a handful of high energy go getters with pain to promote into success in 2020.

Go to [www.juuva.com](http://www.juuva.com) and if that information peaks your interest then forward your cell number to me to set up a three way call with our team leader to see if you qualify.

David

Alternative 3<sup>rd</sup> contact

Do you need more information Shelly?

If yes, let us know if it is the business side or product side that peaked your interest and send us your cell number and we will follow up with you.

David

Shelly send me your email and cell number and I will send you information about how we are helping the 84% of baby boomers without a retirement plan to retire, rehire and serve others using a simple networking platform. [thewealthyfarmer@gmail.com](mailto:thewealthyfarmer@gmail.com)  
519-691-6146 David

3<sup>rd</sup> Contact

Hi Shelly

Thanks again for connecting.

Our Mission is to help the 84% of Entrepreneurs and Truckers create a pension of \$3500-\$5000 / month within 3 years using a platform called Juuva.

It works if you follow a simple user-friendly program.

We Teach and Mentor Successful people.

David

OR

Hi \_\_\_\_, Thanks again for connecting. Hey \_\_\_\_, I wrote a book called The Wealthy Trucker to help Truckers and Entrepreneurs who are exhausted and lack the funds to retire early. We want you to do better physically and financially. Attached is a pdf and audio of our latest book.

[https://thewealthytrucker.com/wp-content/uploads/2018/09/DAVID\\_BROWN\\_GUTS\\_PRINT.pdf](https://thewealthytrucker.com/wp-content/uploads/2018/09/DAVID_BROWN_GUTS_PRINT.pdf) OR Audio Version

[https://thewealthytrucker.com/wp-content/uploads/2018/09/V\\_2018-06-03-11\\_37\\_4965\\_00.mp3](https://thewealthytrucker.com/wp-content/uploads/2018/09/V_2018-06-03-11_37_4965_00.mp3) David

4<sup>th</sup> Contact

Hi \_\_\_\_\_ I don't know if you have seen or heard our latest publication, The Wealthy Trucker yet or not. We are helping Truckers and Entrepreneurs retire earlier using a proven simple system. I would like to take this conversation a step further by engaging in an offline dialogue. You can contact us at 519-691-6146, better yet, would you have any objections to supplying me with your cell number, and best time to call, so that I can text or call you when I come across something that could be of value to you?

Thank You

David

[www.thewealthytrucker.com](http://www.thewealthytrucker.com)

Attached is a pdf of our latest book.

[https://thewealthytrucker.com/wp-content/uploads/2018/09/DAVID\\_BROWN\\_GUTS\\_PRINT.pdf](https://thewealthytrucker.com/wp-content/uploads/2018/09/DAVID_BROWN_GUTS_PRINT.pdf) OR Audio Version

[https://thewealthytrucker.com/wp-content/uploads/2018/09/V\\_2018-06-03-11\\_37\\_4965\\_00.mp3](https://thewealthytrucker.com/wp-content/uploads/2018/09/V_2018-06-03-11_37_4965_00.mp3)

## ORGANIZATION / START UP

By Jim Collins (One of my key Mentors)

- 1) Why do I want to start my own business, Be Honest?
- 2) Do I have the passion to start my own business and am I prepared to stay with it for the long term?
- 3) What product or service do I have that people want or need?
- 4) Where is my market area?
- 5) Who is my competition?
- 6) From a financial perspective, do I know what is required to launch, maintain and grow my new business or do I know where I can source the funds? Ask the hard questions.
- 7) Do I have family support for my new venture?
- 8) Where can I find, good, solid, reliable, honest feedback and advice to help make my business successful?
- 9) Have I looked at all aspects of the business-like product development, sales, promotion, merchandising, administration, finance, quality control and distribution?
- 10) Development of Strategic plans that include your vision, a mission statement, current status, critical success factors, threats, opportunities and objectives for the short, medium and long term?
- 11) Have you validated your market through solid market research and or surveys?
- 12) Do you have a great accountant who can prepare and explain a use and source of funds schedule to closely monitor the cash position of your emerging business?

## SUMMARY

What we attempted to do in this concise and brief writing is debunk the myths around retirement, Network Marketing or Multi Level Marketing and Sales among other big picture issues like Cash Flow Quadrants and Attitude and Self Esteem.

We are aiming to bring back REAL HOPE for YOUR FUTURE through UNDERSTANDING and not falling for unnecessary fear that these topics would otherwise bring to all of us.

I have noticed in my life the energy or feelings about money (mammon) are strong. Its this feeling combined with low self esteem that kept me in bondage for decades!

Good News! I'm breaking free and so are you! NO MORE LACK! We have a harvest of souls to finance!

David S. Brown

## SINNER'S PRAYER

If you haven't made Christ your Personal Lord and Saviour, you need to do that now by praying this prayer out loud, Pray with me....

Father I have sinned. I am a sinner. Please forgive me of my sins. Also, Father I know in my heart that Jesus died on the cross to atone for my sins. So, I ask, Jesus come into my heart and be my Lord and Saviour. My sins are forgiven, my sinful past is washed clean by the precious blood shed by Jesus and I am BORN AGAIN into The Kingdom of God! Thank You Jesus! I am saved! Amen.

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