

6 SIMPLE SUCCESS
SECRETS
TO UNLOCK THE
PROFIT POTENTIAL
OF YOUR HOME BIZ
RIGHT NOW

*And Avoid the Mistakes
Most Newbies Make*

Tony Berry



If you don't design your own life plan, chances are you'll fall into someone else's plan.

And guess what they have planned for you? Not much.

Jim Rohn

Hello my name is Tony Berry and I am creator of The Plan B Profit System and I would like to take this opportunity to thank you for opting in to my site and for showing initiative by downloading this free report.

I am not a marketing guru which is good news for you. I am a regular person who just so happens to have learned from his mistakes and I would like to share these common mistakes with you so you can move your home business towards profit at a faster pace than I was able to do [than I did when I was still learning what to do]. I want to help you to avoid some of the common pitfalls that most new marketers fall prey to.

Throughout this report you will see me using the term "Guru" and I guess I should define this term for you.

The "Guru" I refer to is the self-proclaimed Marketing Guru. You know the guy; he has the fancy website and extremely frequently refers to the massive businesses he has built and the screenshots of his PayPal and Clickbank accounts with multiple 5 figure deposits weekly. He is the guy who promises you the same results if you simply purchase his report for just \$77 and put his magic software to work. Yup...That Guy!

Well I am here to tell you that I am not "That Guy" nor will I associate with "That Guy" and neither should you. There is no magic software that automatically runs in the background and allows you to earn a six figure salary while you sit around in your underwear eating cheese doodles and watching reruns of the X-Files.

The Only Way To Do Great Work Is To Love What You Do...Steve Jobs

So Who Am I?

Quite simply I am someone who cares. I care about my business, I care about my team and I care about your success. I care enough to put together an entire system of tools and

resources that cost me thousands -and provide it to you for free so we will all have the tools necessary to succeed. Success takes teamwork. Success will only come to those willing to take that last step which brings them just outside of their comfort zone, for it is there that the real magic takes place...it is there that you will be introduced to the real you. That's the real you that I want to meet. That's the real you that I want on my team.

IN THE BEGINNING...

In the beginning I simply had no clue what I was doing. I bounced from program to program spending my money with no plan and no idea what was actually involved in building a home business. I made mistakes that I paid dearly for. I had no experience and it took me a long time to learn that experience was something that you got only after you just needed it.

I would like to pass along some essential tips that can straighten out your learning curve if this is your first venture into a home based business.

Mistake #1: You only advertise other people's programs.

If you have joined a Network Marketing Program (MLM), they give you a website address linked to your business. Don't even think of just advertising this page. Advertising this link creates leads for the program owner. Most people don't buy on the first visit and they may visit the same company link of a different rep and buy from them on a subsequent visit. Don't spend your time and money promoting for someone else.

Solution: Promote Yourself!

We are not promoting a company we are promoting The Plan B Profit System. You get to know the person interested in your product or opportunity first, because they are checking out your success system and meeting you. Then when the time is right you introduce them to your business.

We have our own lead capture page to promote which builds your list and not the company's list. These are your prospects to work with time and time again. This is how we collectively build as a team.

Mistake #2: You don't have a product of your own that people want.

The most cost efficient product you can have is information.

People want information that provides them with some sort of benefit. The information you provide doesn't have to be lengthy and expensive, but it must have value.

Our Solution: We give away a free report to anyone who enters their email address. Then, after they have given their email address, we can follow up with them and introduce them to businesses we have chosen for our Plan B Profit System.

We provide value when they opt in and value on the inside through carefully chosen businesses and valuable educational resources.

It is important to have a number of income producing programs or products to promote. Sure, only offer one thing at a time to avoid confusion, but don't limit your potential income. If you have only one program or product to offer, then what are you going to do about the people on your list who don't want that specific program or product? They are never going to pay you any money if you don't find something else to offer them. That's a lot of potential profits you are missing out on

Mistake #3: You don't have a follow up system.

You are wasting most of your advertising effort if you let people visit your website and then just let them leave without giving you their contact information.

It is a fact of life that most people do not buy on their first visit to a website. Marketing studies show that most sales are made AFTER at least 7 follow-ups to your potential customers, and even after 10 follow-ups you still get sales. You can get up to 75% of your sales after the seventh contact.

So, what you need is a hassle free way to capture their email address and send it directly into an automated follow-up system. Our Plan B Profit System Provides you with this complete follow up system which takes the person expressing interest from the lead capture page to the company info to the sales page where they make a choice to be a customer or a team member or both.

Mistake #4: You don't have your own e-mail list.

Your list is your most important asset. All the money you'll ever make in this business will come from your list. Sending your email offers to your own list is by far the most effective way to advertise -and it's completely free.

That's why your first priority should be building your list. You are not trying to sell them anything yet. You just want their email address and then, when you have their permission, you can send them one email ad after another for as long as it takes to get them to sign up or buy.

If you treat your customers well and provide real value they will buy from you again and again but if you don't have customers you don't have a business...you have a hobby. We will help you get customers and help you build a business.

"The money is in the list!"

If this is your first home business then chances are you don't have a list yet. There are millions of people just like you searching the internet every day looking for a way to earn from home.

This is where your list will come from and our team will help you to build it. With The Plan B Profit System you are building your own list and our system provides you with a contact manager that shows your leads and their information and this allows you to be organized. Our autoresponder system will automatically send follow up email messages to each prospect and guide them through the sales funnel for you.

Nothing Great Was Ever Achieved Without Enthusiasm...Ralph Waldo Emerson

Mistake #5: You don't help your sign-ups to be active and successful.

Network Marketing is offering the most incredible income earning potential you will find anywhere on the Internet. But it is also the most widely criticized.

How can this be?

So many people join a program, and don't really do any marketing at all. They just wait for someone else to build their business or they don't know what to do and commit all the deadly sins of Internet Marketing listed in this report.

Here's the problem: If you don't have a successful business building system to give them that they can use to get sign ups, there is a good chance that NONE of those people will ever [build their own business as well] recruit anybody. They either don't do anything or they do everything wrong.

So your only solution is to give them a SYSTEM that will enable them to do their own recruiting and duplicate your success. Our system provides the tools necessary to give even the newest marketer the ability to self educate and begin recruiting for themselves. You need to provide your new business partners with the tools to succeed as well as show them how to use these tools.

The Plan B Profit System will do this in a step by step method that anyone can follow and remember you can always contact me with any question. The "Guru" will ignore your request for help but I will not.

If I Had Nine Hours To Cut Down A Tree...I Would Spend The First Six Sharpening My Axe...Abraham Lincoln

Mistake #6: Failure to Educate Yourself.

You must educate yourself in order to move your business forward.

Personal development is important and pays off in the long run. That being said it shouldn't be just all education and no action. You must make sure that when you learn something that you put it to work and try it. It is a process of educating yourself while you practice what you learn.

Look at the FACTS ---

- Over 90% of people trying to make money on the Internet never make a profit!
- These people losing money on the Internet do NOT have their own marketing website.
- Almost ALL of the people who actually make money on the Internet HAVE their own website.
- The Top Earners in MLM and Network Marketing are using an Automated Online Business Building System.

The Plan B Profit System addresses all of these issues.

We understand that new marketers don't have the knowledge or resources to put together their own system. We have everything you need to succeed and we have the ability to personalize it for you so you can promote YOU while you promote your new team.

This system will work at your pace and the education you receive will allow you to tap into your inner leader making it possible for you to mentor anyone you bring into your business. My team is about building relationships and helping others in a team environment because we all know that a group is more effective than one person alone.

Motivation vs. Action

Motivation and self-development are essential to success but without a **Plan Of Action** your business is sure to stall. Motivation becomes far less important without direction.

You need a combination of both. A plan without action is just a dream and it is your daily actions that bring you towards achieving your dream, but these daily actions must be in line with your dream.

For example, it would make sense that someone wanting to lose weight would most likely cut fast food out of their diet instead of just ordering a diet soft drink with their meal.

You should constantly be assessing yourself and your goals. Remember your goals are just your dreams that have now been assigned a deadline. Look at your daily actions and ask yourself if this is the best use of your time and if the answer is no...then stop doing it and move on to something else.

GIVE YOURSELF PERMISSION TO BE AMAZING!

There is a period of time in the beginning when you first start your home business that I like to call the "Honeymoon Phase". You are madly in love with your new business and your product is the greatest and nothing in the world can stop you.

This lasts about two weeks until the third person you talk to about the business tells you no. You then go through a period of "Buyer's Remorse" where you can't believe you let yourself get talked into this. This is a pivotal moment for you. You have two choices really...You can choose to walk away or you can choose to prosper. The best part of it is that YOU are the one who gets to make this choice and it is truly a choice.

As children growing up we relish in every experience and rarely think we can't do something. We just do it and if we fail we just do it again. As adults sometimes we are like a horse with blinders. We are told we can't do something so we believe we can't without actually seeing if we can. At some point you need to realize that life is passing you by while you are waiting for the approval of others. Your desire for success has to be greater than your fear of failure.

Every morning when you get up and look at yourself in the mirror this should be your new routine: **Smile and tell yourself that you are Amazing!**

Present yourself as a success. You may not be where you ultimately want to be, but leave no doubt that you are on your way.

Living A Life Of Gratitude.

It is a waste of time to worry about what others have. There will always be someone who has more and someone who has less. You need to focus on your own mindset and what you believe will make you happy rather than comparing yourself to others.

My goal is to help others to succeed and yes this does sound like a “cliché” but living a life of gratitude means I give myself permission to succeed by helping others to be successful. I reach my goals by helping you to reach yours because I know that if your business prospers then by default my business will prosper.

True success will come when you put the needs of others ahead of your needs. Your team members will trust and respect you for this.

FIRST BUILD RELATIONSHIPS...THEN BUILD YOUR BUSINESS.

In my first home business venture my sponsor told me that when I joined his business that he would help me earn a lot of money. I didn't know anything about him and took him at his word.

I later learned that he was only concerned with commission and not the people he got involved. Had I taken the time to get to know him I would have realized this and stayed away from him. Chances are I never would have gotten to know him.

People need to know who you are. They need to like you and trust you before they will become involved with you. This is done by building relationships with those interested in your opportunity or product. You are probably thinking “How long will that take?” and my answer to you is that it will take as long as it takes.

Some people will never join you in anything but they may become someone who you trust and take advice from. You can never get enough people like that.

The number one way to succeed is to talk to people. Open up to people and help them when they need help. Be selfless in this endeavor.

By helping others you are helping yourself and you are constantly learning during this process. Knowledge is power. Be a problem solver for others and they will never forget that you helped them. Helping others gains trust and builds a good reputation for you.

There will be occasions where others reach out to help you with advice. Never turn it down, instead take a moment to reflect and re-evaluate yourself and make the necessary adjustments. Building relationships is a two way street. There is a time to talk and a time to listen but I find that listening is far more effective than talking.

Make The Plan B Profit System Your New Home And Family

If you have read this far then I know you are serious. I want to give you my commitment to helping you to succeed. Nobody on this team will work harder than me to ensure our success. It is my goal to have this system be a user friendly, step by step system that every team member can use to build their business, educate themselves, and teach to their team to guarantee success. I am always open to suggestions and questions. This system will be a constant work in progress and will change and grow with our team.

When you become a member of the Plan B Profit System you become a member of my family.

I will treat you with the utmost respect and courtesy.

Thank you for your time,

Tony Berry
Creator of the Plan B Profit System