

LEARN TO LIVE THE INTERNET LIFESTYLE *USING THE SYNERGY METHODS*

Synergy: The Ultimate Blend
Increase Sales and Leave your Job



MAGIC BRAD

“WHY I left my Previous Career and, HOW I built My Online Business”

SYNERGY: The Ultimate Blend

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THE STORY

My Personal Story

I've always been an entrepreneur.

When I was very young (5 years old) I found an interest in MAGIC. I started practicing as a hobby and performing for family and friends. Then at around age ten, I produced my first event. It was a Magic Show for the neighborhood. I charged 25 cents, and also sold cookies and kool-aid for concessions.

I also recall, producing a carnival. The Muscular Dystrophy Association (MDA) offered a "KIT" showing step by step details on how to put together a fundraiser carnival. My MD Carnival had games, prizes, food and live entertainment. I even had train rides. (The train was our riding lawnmower with a series of wagons tied together with rope.)

In grade school, I made fuzzy finger rings and sell them to my classmates. I would use my dad's pipe cutter in the garage, and cut off little 1/8 and 1/4 inch sections of pipe, and wrap the rings of pipe with different colors of fuzzy yarn that I got from my mom.

In the summer months I'd turn my garage into a Movie Theater and then into a Haunted House around Halloween time. I've made and sold sterling silver, Zodiac Pendants by Mail Order and I've built magic props and illusions.

Most recently, I was co-owner of an Exposition Management business. We produced over 10 Expos a year in the areas Health and Wellness, Home Improvement, Marketing and Event Planning.

As you can imagine, this was a very stressful lifestyle. I was working 6am to 6pm, Monday through Friday and then on long weekends. Not eating well, not exercising which resulted in a T.I.A. (Transient Ischemic Attack) or Mini-Stroke. This was warning.

The next morning I walked into my office and informed my business partner that I was going to resign. He asked why...and I said... "I'm not going to die in the office, tethered

to an office chair and imprisoned in a cubicle.” I decided then to design my life around the flexibility and freedom on and Online Business via the internet.

So, I’ve been an entrepreneur most all my life and now I have My Online Business.

My Online Business

(A Blend of Synergy)

My Online Business was designed by researching and selecting the prime elements of different business models, and blending them into “Synchronized-Energy” (Synergy).

As mentioned, I’ve been an entrepreneur most all my life. I’ve never really had a career type traditional job. And honestly, I’ve never really wanted a job. I prefer not to be tethered to an office chair or imprisoned in a cubicle or being slave to the clock.

I want lifestyle freedom.

However, I also want income.

I’ve always wanted on-going, recurring income (lifestyle) that was greater than my on-going recurring expenses (bills). I also want ongoing income that scales and grows exponentially and ascends higher and higher.

My current online business is a blend of various marketing models (see below) that compliment each other and work in SYNERGY.

THE BUSINESS

The “Nature” of Business

(Plant the Seed, Nurture the Plant, Harvest the Fruit)

In my opinion, most marketers make business much too complicated. We get caught in the web of “shiny objects” with new ideas, techy-tools, techniques, strategies and the plethora of products and services that claim to make is easy. They don't. They make it complicated.

Here is a KISS for you.

“Keep It Super Simple”

1. Plant the Seed (Lead Generation)
2. Nurture the Plant (Customer Relations)
3. Harvest the Fruit (Sales)

That is the essence of making money. Find a prospective customer for a product, then build a relationship with them, and trade them the product for their money. Simple.

Discover Your Niche and Target Market

(Quality, not Quantity)

Most new marketers make a mistake of trying to reach too broad of a market, and their time, money and energy gets diffused. You need to discover and define a specific niche of people and learn about their pains and struggles, their dreams and desires, goals and objectives.

Just because we all have skin, does not mean we all need or want skin-cream.

You need to qualify your market. Do they have a dollar-per-hour mentality? Are they used to getting paid an hourly minimum wage or are they accustomed to a fixed salary or a commission per sale? Are they willing to take risks? Do they have vision or do they

have a myopic point of view? Are they aggressive and competitive? Or are they benevolent and philanthropic? Are they extroverted or introverted?

When you know these things, you can speak their language.

Here are some examples of target markets:

REALTORS

They understand working many hours for no pay until the big sale comes in. Do they want to get out of the real estate business because of the competitive oversaturated and over-regulated market? Maybe they are just tired of it because they have been at it so long and they want a change.

TIMESHARE SALES

Their industry has a black-eye and maybe they are tired of being judged and stereotyped as a sleazy salesperson. Maybe they are not making the sales like they used to and it's time for a change.

COMMERCIAL PILOTS

Are pilots getting paid as well as they are used to? Do they still like living out of a suitcase, and sleeping in hotel rooms? Do they still have that passion for flying that they had? Are they over-the-hill?

RETIRED MARKETING EXECUTIVES

They may not need to work any longer, but they want to keep busy and they love marketing. Or maybe their retirement funds are declining from fee based investment and inflation is increasing and the gap is squeezing their retirement money away. Do they want a Home Business for tax purposes or extra fun money?

These are just a few of the things you will need to consider when writing copy, or designing ads, or writing blog posts, selecting keywords or joining social media groups.

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Multi Level Marketing or MLM Model

(Also called Network Marketing)

The MLM (Multi Level Marketing) model, also known as Network Marketing is what most people know of as a “pyramid” scam/scheme. And unfortunately most people are ignorant as to how the MLM Model actually works. This alone makes the MLM Model a huge challenge for those that choose this model.

The Multi-Level simply means that the representatives of the team go down many multiple levels and others are helping to market a product or service, and are financially connected and rewarded for helping build the network.

I have always been fascinated by the concept of earning money from the efforts of other people.

Would you rather get the results of 100% of your own efforts or a smaller percentage of 100s of other people efforts. The answer for me is I will accept a smaller percentage and have an army of people working all times of the day, from places all over the world working toward our common goals.

One of the flaws with the MLM Network Marketing Model is the Compensation Plans. First off, they are usually small commission amounts, and the Comp Plans always seem very complex, with varying percentages, pass-up bonuses, performance bonuses, quick-start bonuses and qualifying, that my brain starts to melt just thinking about it. There are only a few basic formats, but even the simplest of them gets complicated and hard to follow, even for the seasoned MLM professional.

Another issue with the Networking Marketing MLM Model is it is dependent on maintaining a very large team of people that can easily vanish when a downline leader decides to pull away from the company and joins another company (taking their downline with them). This makes MLM volatile and unpredictable.

Affiliate Marketing Model (2 Tier)

(You are an Independent Contractor)

Affiliate marketing is where an Affiliate (you) finds and refers customers to a vendor, and the vendor pays a small commission (2-20%) of the sale to the affiliate. Ideally, the Affiliate Model should be a 2 Tier model, where you get a percentage of the sales from the marketers you recruit also. This gives an incentive to the sponsoring affiliate to help their sponsored affiliates to succeed.

Some advantages of the Affiliate Model are, you don't have to create your own products. Also, the vendor handles the payment details, delivery, customer support etc.

There is usually a very low start up cost. However, you will need to know how to advertise and be willing to spend time, money and energy to drive traffic to the offers. Also other affiliates promoting the same offer and keywords will drive advertising cost higher.

The worst part of this model is the customer does not belong to you. You just acquire customers for the vendor. Custom Acquisition is the expensive part. Also, you usually only get paid one time, and the vendor may pull the offer at any time, or the vendor may lower the payout, so you constantly need to look for new offers. The big giants like Google and Facebook can disapprove or block your affiliate links, and if/when something like that goes bad, your entire income will be cut off.

Putting all your eggs into just the Affiliate Marketing Model basket is a huge risk.

License Rights Model

(It is Similar to a Franchise)

The License Right Model is for marketers that do not have their own product to sell or do not want to create products to sell. So instead, they get buy the License Rights to market and sell someone else's products. Not having to take the time and pay for product development is a huge benefit.

The License Rights Model is a like a Franchise where the licensee provides you with products and marketing materials like Ad Banners, Graphics, and eMail Copy and you go to work promoting and selling. This model is more of a system, so that you do not need a lot of experience and knowledge to build a system because, for the most part, it's already built for you.

The licensee usually has a complete suite of products that you can promote, so with this model once you get a prospect to become a customer, you can sell them additional products along the same line. (Are you seeing where the real money is made?)

It is always easier to sell more to a customer that has already made that initial purchase. The easier money is made from repeat customers that buy from you over and over again.

Ascension Model

(Up Sells will Up Profits)

The Ascension Model simply means that a customer buys more and more products that ascend to higher and higher price points. They do this because they like the products and they have grown to know, like and trust the brand and the company.

The best example of this is McDonalds. (You want fries with that?) Also Apple is a good example. Their customers are very loyal and are very open and willing to look at almost any new product, and probably buy it too.

This model is powerful and requires patience. It might feel like the money comes too slow but you need to understand that the sales are also gradually increasing in

amount. After the customer makes their initial purchase, that customer progresses along the product pipeline, and makes more purchases and larger purchases as they go along.

A “Mall of America” analogy, would be, you only need to direct a prospect through the door of the mall. Once the prospect makes a purchase and becomes a customer, they are “tagged” to your account, you get paid each and every time they make a purchase of anything at anytime, for life.

I promote some Top-Tier Products with prices as high as \$10,000+ and they started with a low \$9.97 or a \$49.97 product purchase that “ascended” to the High Ticket Sale.

This is why patience is important. (Ask a farmer.)

Seed (leads) take time to germinate, grow plants (prospects) and harvest (sales).

Be Your Own Brand

(YOU are Your Company)

Here is a big mistake that is made by most newbie Online Marketers.

They will buy into a company as a “Representative” or “Distributor” rather than starting their own actual business. They will say “My Company has this... or My Company does that”. However, in reality, it is not actually “their” company. They are a “representative” of that company, but it is not “their company”. And if that company ever changes or goes out of business, they have no control and have nothing left to show for it. No legacy.

You should be building “your own” business, YOUR OWN BRAND and identity, so that no matter what company or program or system you are marketing and promoting, you still have Your Brand and Your Own Identity that your loyal prospects, customers and clients will follow.

You should also be capturing YOUR OWN LEADS, prospects and customers but that’s another topic of conversation.

You will want to know how to build a Unique Online Brand. Choose something easily memorable and unique. Your name is something you own, but it might be common like John Smith, or it might be too complicated and hard to spell like Alessandra Kowalewski, so you might consider a “nickname”.

I use “MagicBrad” and continually try to capture as many pieces of “internet real estate” as I can. Also, I own many domain names such as .com, .net, .org, .us etc. MagicBradTravel, MagicBradRealEstate, ThriveWithMagicBrad etc.

Traffic & Leads

(Fast and Expensive VS Slow and Free)

PAID traffic can be a very fast way to wealth, but it literally comes with a price. The way that most internet advertising works is a bidding process, where you are bidding for access to the best search keywords. This means the highest bidder gets the views. You are going to need to bid against the giants. Good luck with that.

FACEBOOK advertising has some very powerful demographics for targeting, however, the system is also very complex. It is almost a full-time job understanding the procedure, and the remarketing pixels, and the constant changes. I’m not suggesting you to discount this option of paid advertising, I’m only suggesting that you be aware of the education and understanding that will be required to make it work for you.

SOLO-ADS are another paid advertising option. However, BEWARE of the many scammers out there on the internet selling “clicks”. The mass majority of these clicks are robot traffic, and guess what?... Robots don’t have credit cards. You certainly will get the “clicks” that you pay for. You might even get a few opt-ins. You may even make a sale or two, but more likely you will be conned out of your money by these scammers and be added to their personal list and start getting their spammy offers.

I apologize with my negativity of the Solo Ad Industry, but I’ve had very minimal results from them. After all, think about it. If these “leads” were actually capable of “buying” wouldn’t you think these SoloAd Sellers would have already fished that pond dry?

ORGANIC traffic comes from being active on Social Media and creating a lot of targeted quality content on the internet. I believe that a blog is one of the best types of websites to have for building an Online Business and here is why. First off, a blog is a platform that you are in control of, and you own. (a shutdown of your Social Media Accounts could happen at any time) Also a blog is dynamic and always changing with every post you make to your blog, and the internet search engine spiders love that activity. They crawl through the World Wide Web and seek out what's fresh, new and trending. With each blog post, you can use specific keywords to target the specific niche areas of interest that you want to attract. And each and every blog post is a little billboard or AD that is floating out there on the Internet working for you 24/7/365.

However, blogging is very time intensive and requires consistency and patience. You need to be disciplined and creative with your blog posts. A small collaborative of bloggers with similar (not duplicate) content can help blogs rankings.

A HYBRID BLEND

(Synergy Collaborative Paid and Organic)

The [Synergy Collaborative](#), the [Synergy Lifestyle Academy](#) and multiple social media platforms and pages make up Synergy Ventures LLC. We offer a "Hybrid Blend" of syndicated blogging, video marketing, strategic social media sharing and engagement, advertising co-ops and more.

The [Synergy Collaborative](#) is a family of collaborators, working together to increase exposure and raise awareness of each other in the huge ocean called the internet.

"A Rising Tide, Lifts all Boats"

THE OFFER (**Act Now!**)

Catch this offer, before it... DISAPPEARS!

MY SYNERGY BONUS

([Synergy Collaborative](#) and [Synergy Lifestyle Academy](#))

If you see the power in an Internet Lifestyle program and decide you would like to apply to have the [Synergy Collaborative](#) promote you and your offers so you can make those high-ticket commissions, then HERE is what my OFFER includes:

BONUS – You will get a complimentary **G.O.S.P.A. Strategy Session** with ME (MagicBrad) so you can effectively work with the [Synergy Collaborative](#), to Intentionally Synergize and Network on Social Media Platforms (Priceless)

(**G.O.S.P.A.** is an acronym for Goal, Objective, Strategy, Plan and Action)

ALL THIS... when you apply!

A BONUS and No Extra Charges?

(All this... For real? Why?)

You are correct. It is a lot of added value.

I have my reasons and here they are:

Reason #1 – Giving extra value is smart marketing.

It's been proven that including bonuses increases conversions and gets more sales. So, I'm just being straightforward and honest with you. When I give you more value than you expect, the money you spend will feel like a very good investment. (Which it is) And your logical mind will compare the value and the price.

Reason #2 - When you succeed, I succeed.

And when I succeed you succeed. This is the power of "synergy" and collaboration. It's also called leverage, but that word is too "mechanical" for me, when I'm attempting to explain a powerful metaphysical process.

DEADLINE

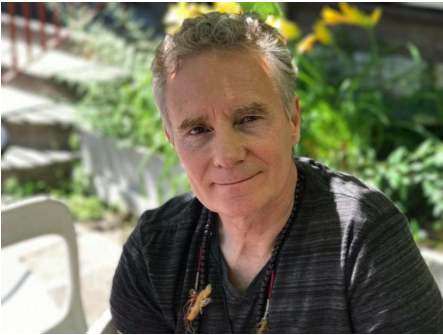
Guess what. There is no "deadline". I've never believed in the "scare-city tactics" of threatening deadlines. Although the "fear of loss" technique does work, I feel it's as simple as this. The sooner you **start learning**, the sooner you **start earning**. You

decide. Look at your bank account. Do you have more debts than credits and are happy with the balance? That is YOUR CLUE to get started now.

If you decide to join the [Synergy Collaborative](#), then congratulations and welcome. Send me your confirmation and let's connect soon for your Synergy Strategy Session.

Event-Fully Yours,

BRAD "MagicBrad" GUDIM



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