

Simple Freedom Money Making System  
**Marketing Plan & System Report #3**

## **“The Success ‘TRAP’ and The Secret of the Beach Bum”**

You may want to print this Important Report so you can easily read it.

This simple report alone has been responsible for many sales for our teammates.

**NEW PEOPLE ARE ENTERING THIS INDUSTRY EVERY MINUTE.  
POSITION YOURSELF AS THE SOURCE OF A POWERFULLY  
COMPELLING MONEY MAKING SYSTEM AND HELP THEM!**

**Just the other day I was talking to Lisa and David, who were interested in getting started in our Simple Freedom business but they were dealing with some fear and doubt...**

They asked me – *“How long will it take for us to really earn some income?”*

And I said – *“It depends on how soon you plug into our Training Center and how hard you work using my system.”*

Lisa said – *“Well, my husband has decided he wants to do this Simple Freedom business. And he’s really excited about it... but I’m not sure.”*

And I said – **“What were you going to do without Simple Freedom? What’s your back up plan?”**

And she said – *“We were planning to go to Optometry School and build a practice.”*

*“How long would that take you?” 4 years.*

*“And how much would it cost you?” \$85,000+*

*And when your husband got out of school in 4 years, would he have earned any money during that period of time when he was in school? Would he be building his practice as he learned?*

*No. Not a single penny.*

*And when he got out of school, would he have to buy equipment? Yes, \$45,000 worth of equipment. Or he would take a job as an associate for somebody else.*

*And would there be any patients waiting in line to be part of his practice?*

*No. We'd have to go find those patients and we'd have to build our practice – and then someday we could be ready to buy our own practice, rent an office, hire employees, buy inventory and have our own operation.*

*And I said – “Lisa, you can start your Simple Freedom business today. You can start it right now! And the way my system works, we work together so you start making \$200 on each sale plus \$100 on every new sale your associates bring in with this same system. AND you start building powerful residual income in The Million Mind March at the same time!”*

Because by the time that 4 years is up, with your “other plan”, you could be earning significant upfront income, passive income and also long term residual income in your own business. You'll be working to lead the growth of your own organization, and not starting all over, saddled with debt, trading your time for money. You're not going to have to go into debt for \$70,000 or \$100,000 or more like you will in any other business opportunity.

And earning money won't be totally dependent on YOU being in an office to earn it. With our system, you can be “working” and building your business while you travel the world or tend your herb garden in the back yard... it's NOT dependent on “BEING” in some office all day every day and battling traffic...

And you're not going to have to spend 4 years with zero income. You can start building your Simple Freedom business right now with just a few hundred dollars.

**What a powerful message for you. Simple Freedom is one of the finest, quickest, easiest, safest, least expensive ways to build a lifetime stream of income that I have ever seen and there is NOTHING to reinvent.**

**Be Sure To Read This Very Important Story...**

**An International Business Consultant was taking a walk on a strip of white sand beach on a popular Caribbean island known for exotic vacations when he walked into and struck up a conversation with what looked like a beach bum who was working on a laptop computer.**

When he asked the beach bum what he was doing on that computer, the beach bum replied, “I'm mailing out some post cards to build my business.”

The business consultant complimented the beach bum on the initiative to be “working” while on vacation and asked him how many post cards he was mailing and what his business was.

The beach bum replied *“Only a few. About 500 or so. And they build my home business.”*

The business consultant, thinking that this was obviously just an amateur entrepreneur that didn’t really know what he was doing, then asked why he didn’t have staff, employees to do this from his office and why he was only mailing so few?

The beach bum said, *“I live here and I take it easy. I’ve no need for employees or for mailing out more cards because when my associates advertise THEIR business and generate sales – I make money again each time.”*

The business consultant was perplexed and a bit annoyed (he had to work his tail off just to be able to take a little vacation and had to be checking in with the office every couple hours even while on vacation).

He then asked, *“But what do you do to be able to live here? There is no economy here other than small time tourist stuff and tours. What is it that you do with your time to build a business where you can actually live here?”*

The beach bum said, *“My routine is pretty simple. I read books, hang out at the beach during the day, take my wife to the movies often. In the evenings I like to head down to the village where the locals go and we listen to music, sip on good drinks and play chess & poker sometimes too. My lifestyle is relaxing and complete.”*

**The Business Consultant asked, “But how do you make enough money to live here and have a lifestyle like that?”**

The beach bum said, *“A few years ago I built a large Direct Response Marketing Company from my home on the internet and with post cards. I receive a great income every month from my marketing system and the leverage and duplication we built into our system. **It’s called Multiple Streams of Income and I built it with Direct Response Marketing, simple post cards and some internet leverage.**”*

The ego-dependent and cocky consultant arrogantly exclaimed, *“I am a Wharton MBA trained business specialist and I could help you build a ‘REAL’ brick and mortar business.*

*You should spend more time doing market research, and find real products internationally that you can cut deals to distribute exclusively. You should then*

*hire real marketing specialists to market for you using Television, Infomercials and Radio Ads in selective markets, and with the extra profits you could buy more exclusive distribution rights to market and distribute additional product lines. Scaling up leveraging your enterprise with venture capital and financing you can grow an international portfolio of products for distribution around the world in the biggest markets.*

*Instead of selling your little products and “biz ops” (sneer and mocking smile), eventually you can build a real brick and mortar marketing and distribution empire. Later you can even invest in the actual manufacturing plants in China and South America and you would control the product and distribution. You would then be able to open offices in the major cities around the world. London, Los Angeles, Chicago and Miami. You would then hit the “big time” and would be running a real business.”*

With a skeptical smile, the beach bum asked, “So *THAT’S* how to build a ‘real’ business... so, how long would all this take?”

The Business Consultant answered, “*It would only take 15-20 years to build an enterprise to that point.*”

The beach bum, trying not to smile bigger then said, “*But then what happens? What do I do at that point?*”

The consultant laughed arrogantly and said, “*Well, that’s what you want. It’s the best part of it all. You would go public and create an IPO and sell your stock to the public and become very, very rich. You can make millions ‘overnight’.*”

“*Millions overnight (in 15-20 years), huh? Going public, eh... hmm - Then what do I do?*”

The business consultant, looking obviously annoyed then said, “*Then you would retire, be able to move to an exotic island where you would read books, hang out on the beach, take your wife to the movies, and hang out with your friends on the village playing chess and poker and listening to nice music.*”

**HERE IS A BIG LESSON MOST WILL NEVER LEARN...**

**When you work hard and become successful with your job or traditional brick and mortar business – it brings you less and less time... even if it brings you more money.**

**This is referred to as the “Success Trap.”**

To earn more money, you must gain more responsibility and work harder and harder each year – but you end up losing all your personal time and freedom.

**However, as you build this business and become more successful – you won't have to work harder, you'll have more money and more free time, as your strategic system will be working for you.**

**BUT, there is something you must understand...**

**A real Home Based Business is serious business. You've got to treat it as you would if you had just invested in an expensive franchise or brick and mortar business or corporate career.**

To start a traditional future multi-million-dollar business – it takes a lot of start up capital, business and marketing know-how, and total dedication to overcome all the endless problems and challenges.

Virtually every day, serious business people go to banks to get loans for \$10,000, \$300,000 or more. They need this money so they can start or grow their traditional business. They take their business seriously and take risks and actions that most average people do not.

With a Home Business, we don't have to do this. Our business expenses are much lower. A small start up cost of a few hundred dollars with a small overhead cost to keep your website and autoresponder running (less than \$50 per month) is all it takes to get and stay in business.

**AND WHAT IS MOST IMPORTANT...**

**YOUR HOME BASED BUSINESS CAN PRODUCE SUBSTANTIAL MULTIPLE INCOME STREAMS INCLUDING UPFRONT DIRECT CASHFLOW, PASSIVE INCOME AND LONG TERM RESIDUAL INCOME THAT GROWS BIGGER EACH MONTH.**

**HOWEVER, DID YOU KNOW THAT THE VAST MAJORITY OF PEOPLE IN THIS ARENA PICK THE WRONG BUSINESS PROGRAMS?**

The vast majority of home based entrepreneurs are at most – earning small, short term money from low-level, ridiculous MLM programs. These people put

great faith into programs not designed to deliver sustainable results. They continue doing this for years and years and continue failing. They are not trained in which types of programs are designed to produce the different types of income streams needed to stay in business and grow sustainable operations. They simply do not know how to pick programs designed for the long term.

## **HOW CAN SOMEONE TRULY KNOW THE DIFFERENCE BETWEEN AN EFFECTIVE HOME BASED BUSINESS AND AN UNSUSTAINABLE PROGRAM OR MARKETING SYSTEM?**

**The following information will help you in your future decisions...**

A successful Direct Response Marketing team, through experience, will carefully select and combine a high-converting Home Business Portfolio that is positioned in front of a huge growing trend where the next fortunes are coming from. They will give you access to complete but simple marketing systems that deliver the critical combination of “RIGHT NOW DIRECT MONEY,” as well as “PASSIVE INCOME” and “RESIDUAL INCOME”.

### **ELIMINATING THE NEED TO REINVENT THE WHEEL HELPS PEOPLE FOCUS AND GENERATE FAST RESULTS.**

If you are not making a substantial residual income or passive income, or direct cash flow from your own Direct Response Business, then you should consider leveraging a proven system where you can work together with leaders, keep your business simple and tap into DUPLICATION. The vast majority of people fail because they do not tap into effective MARKETING SYSTEMS that work.

You must follow a Direct Response Team who has the experience and a duplicable marketing and training system to help you achieve consistent results. When I finally got smart, I searched to find real Home Business Teams with a proven marketing system and training I could leverage to grow fast.

### **I MODELED SUCCESSFUL STRATEGIES AND LEVERAGED DUPLICABLE SYSTEMS**

**Today – I have a Business/Marketing SYSTEM that works to keep me unemployed and enjoying life on my terms, with no stress or drama.**

In a nutshell – To succeed in Home Based Business, you must follow and model true leaders and leverage a proven marketing and training system, and that gives

you the opportunity to experience the duplication necessary to truly achieve high levels of success in this arena.

Instead of searching for a program to join – look for a true Home Based Business Team with an effective and DUPLICATABLE marketing and Personal Development Mentorship system and follow them.

## **THAT'S THE "SECRET" TO LONG TERM SUCCESS IN THIS EXCITING ARENA**

**Be sure to build a business worthy of your efforts with a simple system.**

With our system – you simply mail out a few Simple, Little Post Cards each week and/or place simple ads online or offline. Your prospects will enter your lead capture page that we create for you so your autopilot emails can follow up and then your prospects are directed to your web site and they get our Special Reports, Videos, Follow Up Emails, Follow Up Blog and review everything. Your hottest prospects will then call me.

Your prospects will sign up just as you have. Then, those people start building their business, and yours too, by mailing out Simple, Little Postcards to the leads we give them access to. It's just that simple!

## **Join My Team Today By Following The Simple Steps Below**

**YOU MAY BE THE ONLY THING STANDING IN YOUR WAY.**

**Call me now. I'd be happy to take your call and answer your questions.**

**Franco and The Simple Freedom Leadership Team  
760-271-2810**

At anytime, you may refer back to my website to watch my personal video which explains how my system works for you.

**It's the same website where you downloaded this report. Get the link from your sponsor or whoever invited you here.**

# WHEN YOU HAVE MADE THE DECISION TO JOIN, FOLLOW THESE SIMPLE EASY STEPS TO GET STARTED AND WE'LL TAKE IT STEP BY STEP:

**Step 1. First – Read all of these instructions.**

**Step 2. Enroll in Simple Freedom.** Simply get back to the person who invited you here and use THEIR LINK to join Simple Freedom. You will pay a one time start up of only \$365. There is no monthly fee (product autoship) with this program.

**Step 3. Enroll in The Million Mind March.** Simply call this 24 HR Recorded Training Teleseminar: **800-772-9781 EXT: 10, 40 & 41.**

**Step 4. Request Your FREE Training Box Shipped To You!**  
<http://www.TheMillionMindMarch.com> (Tell them that your inviter to this page sent you to them.)

**Set up your FREE Mastermind Group Page Here:**

<http://Starlink.ning.com>

**Email Franco with any questions at: [itsFranco@gmail.com](mailto:itsFranco@gmail.com)**

Copyright 2009, Global Cashflow Systems, LLC. All Rights Reserved. Reproduction of any part of this material by any means is strictly prohibited under Copyright Law.