

SPECIAL REPORT ~~\$97~~

FREE!

The YOU INC. Business Model

5 Steps To Financial Freedom

Christopher Reid

Christopher Reid's

YOU INC. Business Model

***5 Steps To
Financial Freedom***

*H*ow you face challenges determines *who you become* and the results that you ultimately obtain in business and in life.

That being the case, it is VITAL to your success that you acquire the skill sets to **overcome the challenges** and obstacles that stand in your way and become a leader in today's NEW WORLD.

Challenges will never go away, in fact as world renowned business philosopher **Jim Rohn** once commented, *"You cannot grow without a challenge, and you cannot fly without gravity."*

Once you understand the challenges that face you, you can then learn the new skills necessary to turn adversity's into triumphs.

Right now, at this incredible time in human history we face greater challenges than ever before.

In fact the entire human race faces extinction within the next handful of generations if we do not stop our destructive ways.

Which in itself would be a scary proposition considering the short amount of time we have to turn things around, but on the bright side, the good news is **we can grow and rise above the challenges** and we can enter into a new, more abundant and harmonious era of civilization.

WOW... how did I get to be talking about the end of the world when I was going to be sharing the "**You Inc**" business model you may be asking right about now but bear with me as I am making a very important point.

We live in exciting times.

Not only are we faced with the doomsday scenarios but we are also faced with **tremendous possibilities and opportunities** that have not been available to us in the whole history of our world.

In fact these opportunity's are so new that just 12 short months ago what I am about to share with you would not have made any sense to you which is a testament to the rapid changes that our world is undergoing as I write this.

Today we not only find ourselves faced with the greatest dangers our world has ever known, but we also have the **technology** to do something about it.

Today we are connected to each other by the *World Wide Web* and with it come extreme power and opportunity for anyone who cares to take advantage of it.

The opportunities lay in tapping into an **invisible yet powerful** force engrained into every humans DNA.

That *super force* has driven man since the dawn of time and will continue for as long as we exist.

It is the need to do good, to be appreciated, to belong.

It is the desire to contribute in a positive way to the world, to be remembered and to leave a legacy that lives on after we are gone that has driven man and woman for the ages.

And at long last with the technology we have at our fingertips, **every single person on this tiny planet** now has the power to share their unique gifts and talents with the entire world and **fulfil their primordial instinct for recognition.**

And when you can connect your gifts, skills and talent, when you can share your message with enough people then it can not only change the way you live your life but it can affect the lives of millions of people who take that message to heart.

In today's world of instant gratification, marketing overload and social ADD, it does not help you to be talking to prospects about your products, services, company, down line or any other insignificant topics... what matters to them most is who you are and what your points of views are within your chosen niche.

Your prospects really want to know what you stand for and how you can connect with them.

And because of this, the most important skills that you can be learning at this moment is how to **communicate those talents that you possess** with your audience because when you do this you stand out from the crowd.

You stand out because 99% of all the other marketers in the entire world are NOT doing this. Almost every other company and marketer is trying to **out bid, out sell and out yell their competition** and are simply wasting their time, money and energy because *the audience is not listening.*

When you learn to set yourself apart from the crowd you will give yourself an unfair advantage over your competition and so today, in this report, I'm going to share with you the business model and

strategies that will give you that advantage and will hopefully allow you to share your message with the world and make a positive impact.

And who knows, just maybe your message can save the world and take us to a whole new place of happiness and peace. That is my hope.

The business model for a New generation.

The "You Inc" business model is in my humble opinion the perfect **business model** for the average small business owner and entrepreneur to find true lasting and scalable success.

This model is built entirely around you as a person, and **is not** about your products, network marketing opportunity, small music school, plumbing business, chiropractic centre or Boost Juice franchise.

The ultimate aim of the "YOU Inc" business model is to build you into YOUR BRAND, to build you into a personality so that even if you were to switch careers, or move to another company your following of loyal fans would still be with you because they are into following you and not your company's products.

Many things have changed in the last handful of years, with the introduction of the internet now affecting many areas of our lives.

From email to online banking the internet is changing the way we communicate, do business, and find love and how we can make our fortunes.

As people flock to the internet by the HUNDREDS of millions, sites like YouTube, Facebook and Twitter have become the most trafficked sites in the world and a **massive pool of Social Interaction** and sharing of information that the world has never seen before.

These Web 2.0 sites have made it possible for us to communicate with large numbers of people and create relationships and connections that once were just not even thought of.

As an example you can now make a video, post it on the internet and have MILLIONS of people watch that video, comment on that video while you create a name for yourself and build your brand.

Just 3 short years ago having that kind of reach was impossible for the average person.

In order to have that kind of reach into other people's lives, you needed to **become a TV or movie star** which is of course not the easiest career path to follow.

But today, **with a simple homemade video**, you can effectively change the opinion of an entire generation or even an entire country and make your fortune.

And if you can get your message out to enough people and it touches the right chords, you may even change the world... right from your own home on your computer and at no cost.

And those are some TRULY remarkable shifts in culture in such a short space of time wouldn't you agree?

A Shift in Power

It is no longer the traditional media who has all the power.

Where once you needed to own a magazine, television station or radio station to affect the masses, now 15 year old girls are educating hundreds of thousands of other teenage girls on the best way to apply make from their webcams.

Teenage boys are showing off their best guitar tricks, skateboard moves and **gaining cult status** while regular everyday people are making videos on all kinds of topics and are creating massive followings, in many cases getting **more viewers than the prime time news** and are themselves becoming *household names*.

And this change in cultural digestion is not just providing a new and diverse range of entertainment but is changing the world in many other profound ways.

We now have at our fingertips answers to any question we want to ask meaning ignorance will soon be a thing of the past and con men and corrupt politicians will have nowhere to hide.

We can now watch whatever video that interests us and we no longer need to be fed whatever is on the television meaning the **media and advertising has less of an effect on shaping our opinions on important events**.

We are now able to choose who our heroes will be and who we want to follow where once we had no choice but to watch only sports on the weekend television, play sport ourselves or go rent a movie for \$10 from the video store.

The world of technology is truly a remarkable place and is changing everything about our lives at a tremendous pace and you can profit big time from these changes if you choose to learn how.

You see in today's world **consumers have a voice**. In today's world **consumers have a choice**.

In today's world people want to buy from people they know like and trust and with technology that allows ANYONE to put their message in front of their target audience by simply starting a business at little to know cost and **educating** people about what interests them.

By doing this you can build a loyal following by building a relationship through your marketing and then influence those followers to make a purchase or **take a certain action** because those followers have come to know like and trust you.

So that is why in today's world YOU are your business.

That is why now is the time to build a business around yourself and your brand and what you have to offer to the world.

Truthfully my friend, there has never been a better time than now.

I'm talking about separating yourself from the masses, standing out from the crowds and shining as a leader in your chosen industry.

It's about working smarter and giving yourself an unfair advantage over your competition in what is becoming a very competitive market place.

And the simple fact that you are here reading this report of mine means that you have decided that you no longer be just an average "Joe" anymore.

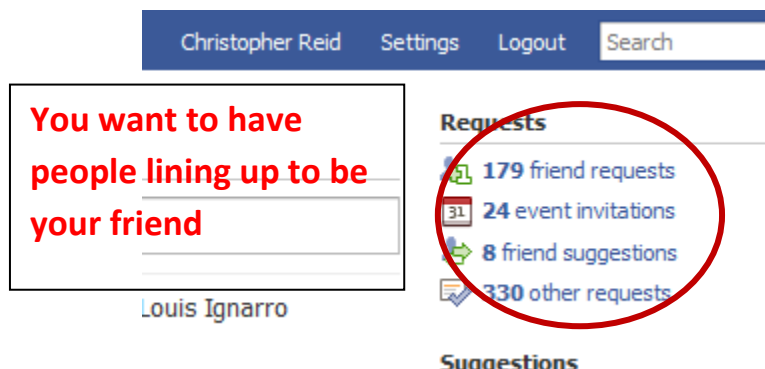
Social Proof is the **NEW World Currency**

Just a couple of short years ago social media was in its infancy stages. Today it has penetrated the main stream and has become **the most trafficked websites in the world.**

Facebook is the 2nd most popular website in the world followed by YouTube at number 3 and Twitter at number 13 up over 70 places in the space of 9 months.

Google gets 33.2% of all internet traffic everyday while Facebook YouTube and Twitter combined get **43.8% of total internet traffic** everyday so it is VITAL that if you want to get your products and opportunity's in front of these massive amounts of viewers then you must build a presence here.

You must learn how to use social media effectively and efficiently and do it in a way that will build your name and reputation as a source of inspiration and leadership in your industry. This will be critical to success in your business.



And if you're starting now you a massive advantage because as we move into the next decade **Social Proof** will *mean more* to potential prospects and business partners *than qualifications*.

How many followers you have and the size of your audience will pull the new possible buyers your way more than just your message in many cases because new prospects will recognise your leadership and talents in many ways and one way will be from the comments and feedback from your audience.

Unfortunately there is a price to be paid with these new Social Media sites and that is the cost of your time, energy and focus.

In Social Media it's not who has the most friends' wins, it is who has the **best relationships** and makes the most money wins.

Building relationships does take time but you can take comfort in the fact that it is an asset that you are growing and that will grow exponentially with every new video you make and every blog post you write.

The Challenges We Face.

In today's new economy distributors, retailers and customers alike all have instant access to an endless supply of tools, systems, leaders, trainings, opinions and sales pitches which continually plant seeds of doubt in their minds.

Your potential prospects have so much choice, some good and most not so good that it becomes difficult for them to know which way is up and who to listen too.

And as the internet competition increase's it makes it more and more difficult for you to be heard in all the noise and simply trying to yell louder does not help you... you must be smarter than that.

You must realise we are living in a world of quick fixes and instant gratification. We are the **ADD generation** and we have little tolerance for websites, videos and information pieces that waste our time and offer little value.

As a small business owner and marketer we are after the attention and the eyeballs of our prospects.

Fortunately with some clever headlines and sensible marketing, getting the attention of prospects is the easy part, it is a completely different thing however to build a solid relationship with them.

Most Businesses and Jobs Offer No Real Security

Think about the business you are in and ask yourself these questions to determine if you have any real security...

- 1) Do YOU own the product?
- 2) Do YOU own the company?
- 3) Do YOU own the Name of the product or company you are helping to build?
- 4) Do YOU own the down line you are building?
- 5) Do YOU own the domain name?
- 6) Do YOU own the customers you introduce?
- 7) If YOU leave do those customers go with you?

If you do not own the product, the name and the customers then what do you have?

The answer is you have **nothing** more than an income.

And that income can stop anytime the product no longer exists and you no longer work for that company.

There is no security in a job in an mlm company or in owning your own coffee shop.

If the rent increases in your coffee shop to a point where you cannot afford to run your business there any longer, you have to move your business or close it down.

If your network marketing company decides to suspend your distributorship or you decide to change companies, your down line stays where it is and you are left with nothing, even in many cases after years of dedicated service.

The reason you have no real security in any of these businesses or jobs is because **you do not own anything**.

You do not own the assets, the names, the products or any one of a thousand other properties and are leaving yourself open to disaster. I know because it has happened to me.

Twice.

The first was when I was working for other fashion designers, helping them create their latest ranges. At the end of each range

all I had to show for my creativity, late nights and weekend deadlines was a measly pay check and little recognition.

The second experience was very recent. Over the past 7 years I built a very successful mlm business with a very well known nutrition company.

After all the years of meetings, seminars, advertising and basically a lot of blood sweat and tears, I had put in several thousand people into my business.

When I tried to extend myself and create my own personal training products, I had the integrity officer of this company call me, warning me that I was not allowed to be selling other products to distributors in this company.

Distributors that I had personally put in to that company.

It was then that I realised that at any time, all my hard work can be taken away from me and so I walked away.

I closed up shop, turned off the lights and stopped promoting that product and business opportunity from that day.

(It is important to say that there were other circumstances involved in making my decision but that phone call was **the last straw.**)

These experiences have made me realise that there is no real security in jobs, small business and mlm distributorships and that we **bought a sales pitch** on joining anyone of these career opportunities.

We buy it because we want to do well and have everything that is promised, so we work hard, and we leave ourselves open to having everything taken away on a whim.

What Can We Do?

How do you build a distributorship and not worry whether your company will close the door on you?

How do you run a small business that is not at the mercy of the landlord?

How do you separate yourself from the thousands of other distributors and coffee shop owners around?

How do you create your own brand and build a massive following?

How do you immunize yourself against competition?

How do you capture and hold the attention of your prospects?

How do you take advantage of Social Media without losing time and energy?

How can you make your name and make a fortune and live the life of your dreams?

Thankfully there is a solution available. It is the only one that makes any real sense and can give you TRUE lasting financial freedom.

The Solution to Your Challenges

The "You Inc" business model I have been describing in this report is about **building your entire business model around you as a person**, instead of just a network marketing company or dry cleaning business, or coffee shop.

In today's world "YOU" are your business so I am going to share with you how I and a handful of other smart marketers are building a business around ourselves and our brands and how you can too..

Solution #1

Learn how to use Social Media effectively and with discipline.

By disciplined I mean you don't just post any old comment about what you ate for dinner, but strategic, well thought out and targeted marketing pieces that inform and educate your followers giving value and enriching their lives.

The trick is to send prospects to a strategic marketing funnel outside of Social Media where you can talk freely about your products and opportunity all you want.

Another key is to build a MASSIVE Social Media following fast. That is VERY important too.



Solution #2

Promote YOURSELF instead of your company or products.

You will no longer have any competition when you sell yourself because there is only one of you in this entire world.

You are selling YOU. And people will buy.

They will buy YOU easier than they will buy your company's products because of the relationship that you will build with them.

You are selling yourself as a sponsor, a mentor, coach and leader and someone who has **real value to offer** new prospects.

You're going to learn how to stand out from the crowd and build a relationship with prospects so they come to know like and trust you.

Solution #3

People do not want your products or opportunity; they want a solution to their problems.

Instead of marketing your products and business, you're going to market yourself as a leader and as a solution provider and your business come second.

As you build relationships with your leads via email messages or phone calls you can then talk about your products and opportunity all you like on the back end because they have essentially asked to know more by opting into your offers.

Solution #4

Deliver what you promised.

It's easy to get prospects attention these days with a good headline. But keeping that attention is much more difficult.

The best way to do this is to immediately deliver what was promised in your ad in a real and effective manner.

You must have congruency between your ads and your squeeze page/sales letter and offer.

If you do this well you will start to earn the trust of your prospects and 2 things will happen.

- 1) They continue to read your messages and
- 2) They send them to their friends.

If you try to be clever and hide what you really want you will create distrust and they will never listen to you again

And worse, they'll tell their friends that you don't deliver what you promise and wasted their time. That's bad.

In today's world where we are all connected, a simple email, or blog post that is negative about you, can cause a lot of damage and spread far and wide.

Moral of this message is to play fair and deliver what you promise.

When creating headlines that grab attention be careful of using controversy as this has a habit of biting you back.

Avoid making unreal claims and exaggerating.

And don't steal other peoples work. You will be surprised how small your industry actually is and how many people will notice that your latest email was not written by you.

The answer is to **go for WOWING** your viewers with VALUE, wit and skill. You have plenty of that within you so all you have to do is to learn to communicate it.

Solution #5

Ownership and control are the first things to strive for.

You need a distribution channel that you own. You need to control **EVERYTHING** and leave nothing to chance.

Take it from a guy who has had his YouTube accounts closed after many months of work and tens of thousands of views... don't leave **ANYTHING** in the control of others because they can take it away from you.

Basically the way to have TOTAL control is to create a list. **YOUR** list.

You may have heard the marketing statement "The money is in the list" but that is not entirely true.

"The money is in the relationship you have with the people on your list."

Your list is your distribution channel. The relationship you create with your list is your business.

The better you get at serving others, the more money you'll make. If all you ever do is focus on what you want, on your business opportunity, on selling your products, then you'll never get anywhere.

The relationship you create with your list is your business.

Remember that.

The 3 Steps to Success Online

There are really only **3 main KEYS** to creating success online but there are many technical skills within these steps that you will need to develop.

- 1) Build Your List
- 2) Build relationships with the people on that list.
- 3) Market to your list.

The technical skills are what can hold you back from building a successful YOU Inc business model because they may seem new and overwhelming.

I understand how you feel about that. Things are changing so rapidly that the internet learning curve can seem so great that you may not even feel like trying.

But actually learning the skills of building your list, building relationships on that list and marketing to that list is a lot simpler than you may realise.

It does take time and energy to learn but remember that all great achievements took effort and "Rome wasn't built in a day."

The list that you create and continue to add to over the coming months and years will be yours forever.

NO ONE can take it away from you.

The 5 Steps to Financial Freedom

Here is **THE PLAN** to building the perfect "YOU Inc" business model

Step 1 Build Your List: To build a list you will need to learn how to use Social Media and create a *MASSIVE* following. There are other methods of course however Social Media is FREE and it will get you massive leverage FAST.

WHY?

Because Social Media is just that... MEDIA.

It's like having your own magazine or newspaper or television station.

Think about it, even Oprah Winfrey who is a celebrity interviewer, can sell anything she wants because she has built a following of fans that know like and trust her and with Social Media **you have that same power.**

Step 2 Build Relationships with Your List: To do this I have a BLOG which I use to send people from Social Media to where they can learn more about me and what I offer.

It's not just any BLOG but a certain kind of BLOG that is purpose built for marketing and personal branding.

Building a blog can take a lot of your time or you can pay someone to build it for you, but it must be one that you have total control over and for that reason I built mine using a **WordPress.org** and hosted it on HostGator.

Sound confusing? Don't worry I'll get to how you can build a state of the art BLOG for free and in a very short amount of time in just a second.

Step 3 Get the Optin: On my blog I have an offer of some kind to entice visitors to OPTIN to my email marketing campaign (MY LIST).

This can be a free report of some kind, a video training about my business or products or something of similar value.

But it specifically targeted to my visitor and so irresistible that they just HAVE TO have it.

I actually give away some of my most important secrets to get the optin. And I **wrap my promotion in content and education.**

Keep in mind the goal is to build your list and showing them the value you possess will help to develop the relationship.

Step 4 Build The Relationships: You will then continue to build the relationships with your list by continuing to present your value in the form of regular emails, phone calls and webinars.

Organising yourself with some important tools such as an email auto responder, reliable telephone service and webinar facility's will assist you with this.

Email Auto Responder

An email auto responder service is probably the most valued communication tool an internet marketer can utilise because of the ability to communicate with YOUR list at any given moment.

It can also be used to set up a series of emails that are delivered automatically at intervals that you set.

The idea is that after someone opts in to receive your emails, you can deliver your value, build the relationship and make offers to that person on complete auto pilot as they continue to receive emails from you at the frequency that you specify.

Webinars

Webinars are also a tremendous way for you to 'showcase' your value to your list through a live online meeting.

Webinars allow you to invite prospects to join in your online presentation, ask questions and offer feedback all while you deliver an offer and display your products or services.

Webinars have become 'The' preferred way to sell high ticket items and longer term products such as coaching or ongoing training courses or to recruit prospects into a membership site.

The power of live webinars are that you can demonstrate your service or products to your live audience visually while making a recording for later review or replay for those who missed it.

Telephone

The telephone is another powerful way to communicate with your prospects because once they have opted in to your offer, and they are receiving emails from you, then when you call them you are not treated as a pest or salesman because they already know like and trust you.

I frequently am surprised by the positive reception I get whenever I decide to make some personal phone contact with people on my list. Many times they will tell their kids to quieten down, they turn off the television and they pay close attention to what you have to say.

They already feel like they know you, they know your name, where you live and appreciate the opportunity to talk with you.

The telephone is a powerful way to communicate with prospects and close the sale many times because the trust and rapport that is built is so strong.

By taking advantage of these three methods effectively, you will build relationships with your customers and prospects that can last for many years.

Step 5 Market To Your List: I market products and services to my list on the back end, giving them tremendous value for money and building your reputation as a leader, mentor and coach in my industry.

I make money from doing this AND separate myself from 99% of all the other marketers and business owners in my industry because I am GIVING VALUE first and asking to receive second.

I will continue to build my following of loyal fans for many years and MY LIST will become my greatest asset from which I can make withdrawals bigger than any ATM machine at any time I wish.

This is possible because I am building the "YOU Inc" business model. In this model I am always asking myself "How can I give value to my list?"

Asking questions like that allows your subconscious mind to find solutions to problems and helps you to overcome obstacles.

This friend is the 5 step formula to financial freedom I use and YOU CAN TOO.

You can **provide value**, build your list and IMMUNIZE yourself against any competition, changes in economy, changes in career and life

Your list will follow you anywhere you go because they are attracted to you, not your company or products and that my friend is REAL security and FREEDOM.

How to Get Even More "You Inc" Business Model Training...

In this report I've given you the mindset that's required to make money with the "You Inc" business model, PLUS a five (5) step formula that lays out the specific methods you can deploy to

promote yourself and build your list starting TODAY...even if you are a complete newbie.

But this isn't the end of the story... I have actually developed a program for the "you Inc business model" that has taken over a year to test and tweak PLUS a system for any tech handicapped newbie to follow to build a state of the art weblog (blog) that's the "nerve centre" of your online business empire.

This program will help you build your brand of one and your email marketing list.

If you want to **put yourself in the top 1% of ALL online marketers**, separate yourself from all the noise and master the simple art of building your own blog you need to check out my ["Blogging Mastery Formula"](#).

As I write this report, the ["Blogging Mastery Formula"](#) still hasn't been released to the public. I am holding a 60 minute webinar valued at \$100 which you can get in on **at no cost...** but you must hurry!

Spaces are limited and many people are interested in learning how to make their own blogs, squeeze pages and sales letters which I will cover on this webinar.

On this webinar I will not only go into great detail about the Blogging Mastery Formula but you will have an opportunity to claim your copy when it's finally released to the public.

But register for the webinar now, because I'm only selling **25 initial copies**, as I want to personally coach these students to great success and I promise you THEY WILL SELL OUT on the webinar.

[Register For the FREE Blogging Mastery Formula Webinar Here](#)

Whatever you decide to do, I hope you got a lot out of this report,
and I hope it makes you a lot of money...

Talk Soon,

Christopher Reid

Creator, [Blogging Mastery Formula](#)

