

**FREE REPORT!**

# **"Income Is The Outcome!"**

**"Why it's smart to build  
the income, then build the  
business."**

*Stephen*  
**PIERCE**  
International, Inc.

## **Master Resell/Giveaway Rights**

**You do have the right to sell this report, offer it as a bonus in your packages, (digital or physical) give it away for free to your clients, on your blog, with material you send out, etc. You also have the right to pass these rights along to anyone who receives this report.**

**You do not have the right to change the content in any way or quote it without giving credit to the author.**

**Enjoy!**

A handwritten signature in black ink, appearing to read 'Stephen Pierce', with a stylized, cursive font.

**Stephen Pierce**

**© 2008, Impulsive Profits Inc., & Stephen Pierce International**

**ALL RIGHTS RESERVED.** This book contains material protected under International and Federal Copyright Laws and Treaties. Master Resell Rights as details above.

# Setting The Right Goals!

Building your income not business fundamentals should be your focus for a profitable 2009.

**B**uild an income, not a business. Take a moment to challenge your traditional thinking on this issue. We focus so much time on trying to build the business first. What if we focused on building income first?

People get so caught up in trying to build their businesses that they become task-saturated. They get slammed with all these different things they must put in place, and in the process, they're not making any money. Since it's not guaranteed that every business can generate income, they may be investing time and energy without any monetary rewards.

It's similar to stock investments. People look at key things when they invest in stocks, especially if they are viewing the fundamentals of a stock. They consider the income, the management, and the company's past, present and future.

## The Importance of Income

If you had money to invest in a stock, would you invest in a stock that had no income? Even if it had a great management team, stellar marketing team, solid sales team and incredible systems in place, you wouldn't invest in it if it didn't have income.



Some people may not know how to build a great business. Perhaps they can't structure solid business models. These same people may know how to build online income well. We shouldn't minimize the value of that.

The late Mary Kay started by buying wholesale cosmetics. She then turned around and sold those cosmetics to women. She turned it into a business. Mary Kay was worth over one billion dollars at the time of her death.

Colonel Sanders had to close his original restaurant because the state was building an interstate that ran through it. The government

gave him a small check as a result. Colonel Sanders didn't just sit still. He took his chicken recipe to restaurants all over the country. After over 1,000 rejections, he finally found a partner and Kentucky Fried Chicken was formed. He wanted to generate income from that chicken recipe and it became a massively successful business.

Think about eBay. There are thousands of people that started selling things on eBay just to make some extra money. Many individuals started selling there as a part-time gig and did so well that they were able to turn it into a solid business. And today, many people support themselves that way.

## **Business and Income Go Hand-in-Hand**

I'm not saying that you shouldn't build a business, it's just we can get distracted by the smaller tasks involved in the process. You need to also focus on generating income; if you have income, your business is viable.

Think about the dot-com boom and bust. Just about all those companies had business plans. Essentially all of them had management teams, marketing teams, sales teams and systems in place. There were billions of dollars in venture capital money invested in the companies.

Even so, just about all those businesses went under.



Webvan couldn't make any money delivering groceries to people's doorsteps. Likewise, the original pets.com and furniture.com couldn't generate income. Many of these companies received venture capital money. They had great business structures but they didn't have income. Without income streams, these companies completely disappeared.

Don't get me wrong; you need to build a business. Income generation is just so critical; if you are skilled in that area, you'll have a much easier path to success. If you know how to make money and get that income stream in place, you can then hire someone to turn that income into an actual business.

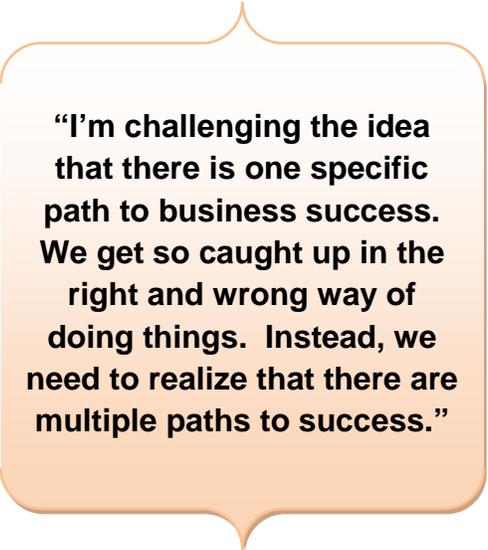
That is how I got started. I know so many people that started that way. They were making money on the Internet first, and then realized they could turn it into a business. Don't get buried under the idea that you must have certain things in place before you can start making money.

In most cases, if you can generate the income, you have a great opportunity to turn that into a business. It's not true 100% of the time. There may be instances where that income stream doesn't have what it takes to make a solid business; however, most of the time, you can make a business if you have income generation.

## Get to Making Money

When you're building a business, it's easy to get swamped and not have results. You can do all these monotonous tasks but not generate any money. You're constantly in motion and you are exhausted but you don't have monetary results.

Just get to it. Simply, get to the making money part. Think about Apple. The iPod wasn't a business when it started. It was supposed to be a new income stream for Apple. Instead, it turned into an entire business of its own, simply because it became so huge.



**“I’m challenging the idea that there is one specific path to business success. We get so caught up in the right and wrong way of doing things. Instead, we need to realize that there are multiple paths to success.”**

Give it a try. Pursue some kind of income generation. Don't get bogged down with building your business. Hire someone to help you build the business once you have the income in place.

We all have different talents. Some people just aren't that skilled in the business-building area. Others aren't terribly skilled in the income-building area. Perhaps you can structure your business but you need to bring in some people to generate income. Conversely, you may be excellent at generating income but need help in the business-building arena.

## Multiple Paths to Business Success

I'm challenging the idea that there is one specific path to business success. We get so caught up in the right and wrong way of doing things. Instead, we need to realize that there are multiple paths to success.

Again, it's important to build a business. I'm not telling you to throw that by the wayside altogether. Your business's growth is important. I'm simply saying that it's fine to create cash flow first. Don't postpone income generation.

Essentially, you need to both build a business and generate income. The best-performing companies and stocks are those that have great income and first-rate management. This means they have superior people running and growing the business.

## Use Income to Get Building Help

If you feel as if you're stuck when it comes to building your business, don't feel guilty about pursuing income. It's absolutely fine to chase the dollar initially. You may try many things that do not work. Then suddenly you may strike something that works, and you'll begin to generate cash flow.

At this point, you see that it can turn into something bigger and better. You can then either build it up yourself to turn it into a business, or use the income you generated to hire people to build the business. Once you have income streams in place, seek out business builders to help you create the structure and long-term plan for your company. You don't have to do it all on your own.

## Determine Your Website's Earning Ability

Every website has earning ability. I travel all over the world, and have a lot of conversations with various types of people. People want to generate income from their websites.

I've created a website earning ability audit marketing document. It's a five-page marketing document which you can use to increase your website's earning potential. It was originally posted on my DTAAlpha TalkBack blog, but I have included it in this special report.

You'll see that every website has three different things that basically determine its capacity and capability to generate income.

The three things are:

1. Core offering
2. Asset build
3. Equity build

The core offering is what the website has to offer the public. Think about this in terms of your business website. What problems are you solving? What solutions are you providing? Who is your particular market? What is your offering's price point? What other offers have you packed into your sales process? This is essential; you must have a strong core offering.

Asset build and equity build are all about the ability to grow both the website's assets and equity position. As you work through the document, have fun with it.

For many of you, it will be a bit of a rude awakening. You'll see all the different ways you can generate income from your website. These are tangible things that you can begin doing immediately to make money.

For some of you, it may be a refresher or a reminder. It can give you a little nudge of encouragement. You'll see that there are a lot of things that you are already doing, and maybe some extra things that you can begin doing now.

While this isn't designed to be the definitive document on how to generate income, it serves as a great jumpstart to your process. Add your own ideas to the sheet. By all means, expand on it. You'll find great value as you actually use it.

Remember, you need both a solid business and income. It doesn't matter if you build the business first or start generating income first. There isn't necessarily a right or wrong way to do it.

Make your own path; just get started down the road to success!

# Website Earning Ability Marketing Audit

## Input Consistency Measurement

1. Do you write meaningful content on your blog daily?  Yes  No

---

2. Do you ping your blog daily?  Yes  No

---

3. Do you social bookmark your blog daily?  Yes  No

---

4. Do you submit a new article to the article directories daily?  Yes  No

---

5. Do you comment on at least 5 other active related blogs daily?  Yes  No

---

6. Do you comment in at least 5 relevant forums daily?  Yes  No

---

7. Do you request new friends daily on MySpace?  Yes  No

---

8. Do you comment on at least 3 active YouTube videos daily?  Yes  No

---

9. Do you comment on at least 3 active Squidoo sites daily?  Yes  No

---

10. Do you comment on at least 3 active Gather profiles daily?  Yes  No

---

11. Do you request new friends daily on Facebook?  Yes  No

---

12. Do you give weekly product reviews and review feedback at Epinions.com?

Yes  No

---

13. Do you give weekly product reviews and review feedback at Bizrate.com?

Yes  No

---

14. Do you give your site the "ThumbsUp" daily at StumbleUpon?  Yes  No

---

15. Do you recommend your products and others weekly at ThisNext.com?

Yes  No

---

16. Do you give weekly feedback on other peoples recommendations at ThisNext.com?

Yes  No

---

17. Do you contact at least 10 related sites daily and invite them into your affiliate-program?

Yes  No

---

18. Do you test different messages when posting?  Yes  No

---

19. Do you track and measure your marketing results?  Yes  No

---

20. Do you request link exchanges every day?  Yes  No

---

21. Do you post to your Squidoo Lens every day?  Yes  No

---

22. Do you post articles on Gather daily?  Yes  No

---

23. Do you request your blog visitors to give you the "ThumbsUp" at StumbleUpon?

Yes  No

---

24. Do you post at least 1 new classified ad each week?  Yes  No

---

25. Do you post at least 1 new ad on Craigslist each week?  Yes  No

---

26. Do you submit at least 1 new press release each month?  Yes  No

---

27. Do you run weekly classified ads in ezines (or offline)?  Yes  No

---

28. Do you run pay per click advertisements?  Yes  No

---

29. Do you follow people on Twitter daily? \_\_\_ Yes \_\_\_ No

---

30. Do you update your Twitter daily? \_\_\_ Yes \_\_\_ No

---

## MEASURING THE OUTPUT (RESULTS) OF MARKETING & PROMOTIONS

### Asset Build

1. # of Backlinks to Your Site

---

2. # of SubAffiliates/Affiliates

---

3. # of Postings on Your Blog

---

4. # of Articles Written and Submitted

---

5. # of Articles Listed

---

6. # of MySpace Friends

---

7. # of Views of Your YouTube Videos

---

8. # of Views of Your Google Videos

---

9. # of Top 20 Rankings in Google (What keywords?)

---

10. # of Top 20 Rankings in MSN (What keywords?)

---

11. # of Top 20 Rankings in Yahoo (What keywords?)

---

12. # of Directory Listings (Blogs, RSS, Etc)

---

13. # of Emails loaded in Autoresponder

---

14. # of Additional Offers in Autoresponder

---

15. # of Offers in Sales Process Sequence

---

16. # of Visitor Comments on Your Blog

---

17. # of Auctions in eBay

---

18. # of Comments on Amazon.com

---

19. # of friends on facebook

---

20. # of people following you on Twitter

---

## Equity Build

### Intangibles

+Link Popularity

---

+Page Rank

---

+Alexa Ranking

---

### Tangibles

# of Daily Unique Visitors

---

# of Daily Raw Visitors

---

# of Daily Referral Visitors

---

# of Daily Opt-ins

---

# of Subscribers on Your List

---

# of Daily Sales

---

# of Daily Up-sells

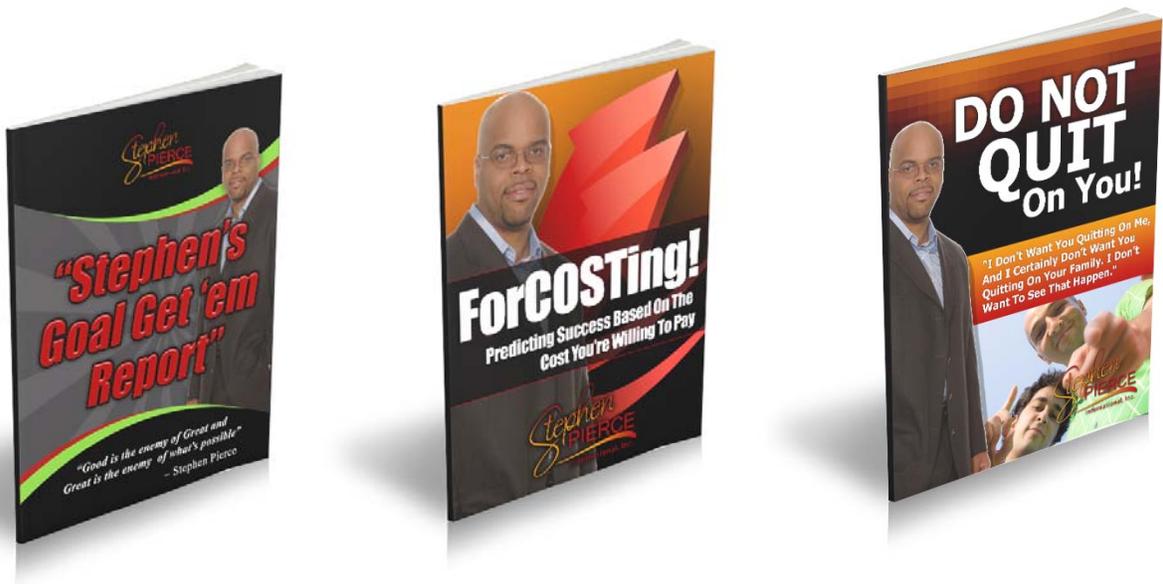
---

# of Customers on Your List

---

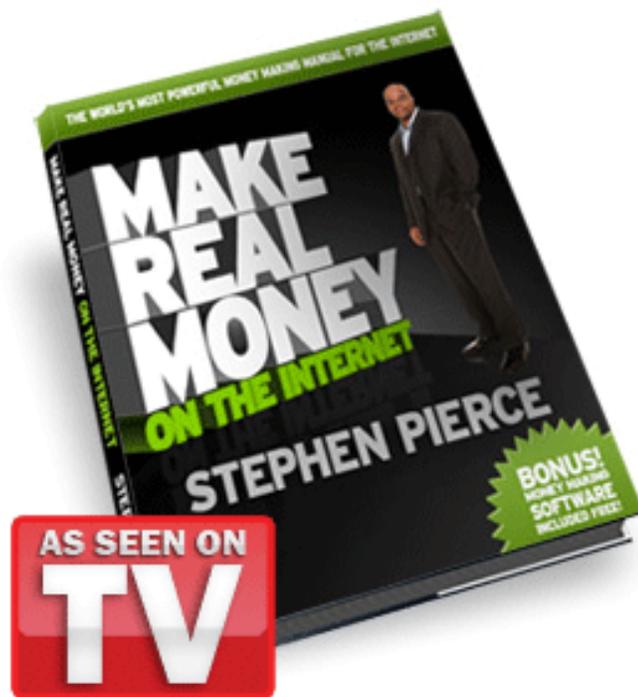
# If you like this report, then you will LOVE these other free reports by Stephen Pierce.

(Click on the images below to download the reports)



**Making money on the internet  
has never been easier!**  
**Now you can get Stephen Pierce's newest  
book, Make Real Money on the Internet -  
which retails for \$19.95 - absolutely FREE,  
just pay shipping and handling.**

(Click on the image below)



# Start Today And Make Real Money On The Internet in Just Seven Days!

*If a high school drop out with a bullet in his leg can make millions online... you can do it too.*

**M**y name is Stephen Pierce. I was a punk kid growing up on the mean streets of DC. I had no future and no hope. I blew every single chance I had until one day, after hanging around with the wrong crowd; I ended up with a bullet in my leg. It's still there today as a reminder of where I came from.

Today, I live in a mansion in a gated community in a custom designed home on a ranch so my wife can live her dream of riding horses. We travel around the world teaching people how they can live their dreams as well.

## First, let me say straight out...

This is not a "get rich quick scheme" where you are promised a life of leisure on the beach while native girls bring pina colodas with little umbrellas to you while you do nothing.

This doesn't require you be a computer expert, have a background in business or know anything about selling. And yet...

This article just might be the gateway to a new future for you and for your family. Here's why...

When I got started on the Internet, I didn't even own a computer. I didn't even have a clue what I was doing. There was no one to guide me. I learned by trial and error (with a heavy emphasis on the error.)

And suddenly, overnight I went from someone bankrupt two times over to making over half million dollars a year. And that was just the start.

Today my companies gross over ten million dollars a year. Not bad for a delinquent who was thrown out of high school.

## Here's what this is all about so listen up

Ever since I got started in Internet Marketing, I've been helping people get started online. There are so many markets that have not been tapped that are just waiting for someone to come along and stake their claim in the Internet gold rush.

## Waiting for someone like you

I'm stepping forward to be your guide taking you through the sometimes murky waters of Internet Marketing. I'm going to

show you in concrete steps exactly what you need to do to get started.

Years ago when I was down and out, someone threw me a lifeline. I grabbed it. Today, I'd like to do the same for you.

## Here's Proof You Can Make Real Money On The Internet

**"Over \$724,214 in 16 Months!"**

*Using Stephen Pierce's powerful and innovative marketing strategies our business has brought in an extra \$724,214 in the last 16 months. Stephen is one of the top marketing minds in the world and his material is a MUST HAVE for all serious entrepreneurs."*

— **Mike Litman**  
**#1 Best-Selling Author of**  
**Conversations with Millionaires**

**"I made over \$250,000 in just 9 months..."**  
*"I first met Stephen when I was 19 years. And it was in March of 2007 that I started working with him. And I made over \$250,000 in just 9 months. Stephen is my mentor for life."*

— **Adam Davis**  
**The PPC Kid**

**And I'll show you how you can be making money in just 7 days. Guaranteed.**

Here's what I'm going to provide for you... We'll start with a copy of the hottest book on the Internet: Make Real Money On The Internet. It's jam packed with steps you can take TODAY, to start making money in just seven days.

 **70 minute Streaming Video of "Real Money, Real Fast!"** – An Incredible Dynamic video of a Live Presentation that will Get You Out of Your Seat and Moving! My delivery is so powerful, it can motivate someone in a coma! Value: \$297

 **70 minute Audio of "Real Money, Real Fast"** – So You Can Take It With You On Your iPod too. Value: \$97



**MRMI 7 Steps to Success Worksheet** – Just fill in the blanks and you are on your way. Value: \$97



**MRMI Proven Process Diagram** – I'll show you exactly what to do. Value: \$97



**12 Ready to Sell Websites with Private Label Rights** – "Just Add Traffic" and keep 100% of the profits - This is incredible. I'm giving you 12 websites ready to upload to the Internet. I'm giving you everything you need – except a bank to make deposits. (You'll have to provide that!) Value: \$1,497



**12 Ready to Profit AdSense Websites** – "Just Add Traffic" and make money without selling anything. And guess who sends you a check every month – Google! It's incredible. And it all runs on auto-pilot. Value: \$1,497



**Traffic Expert Videos** with 5 blockbuster easy to use rapid traffic generators with step-by-step tutorial instructions (5 videos, 5 process maps). I'll show you how to bring buyers to your website. Value: \$97



**Bonus Videos** – These step by step videos get you what you need to do to get started. And it's simple. Value: \$47



**Crazy Bonus Certificate #1** – 2 Live 60 Minute MRMI Group Training Calls with me.



**Crazy Bonus Certificate #2** – 1 Live Q&A Success Acceleration Call with me.

**The total value of this package is: \$3,823 but if you respond within the next seven days, your price is just \$97. And I won't consider your decision final until 60 days have passed.**

**But you have to act now. Because right now, someone else could be.**

**For Instant Access Right Now and to start TODAY, Order online...**

**Click Here**

**Or, Send Check/Money Order Payable to:**

**Impulsive Profits, Inc.**  
**101 W. Washington Street #214**  
**Whitney, TX 76692**