

The Internet Marketing College

A Review

What Is It & Who Is It For



We flew 5,000 miles to Arizona to meet with the Founder Chris Record and get you the answer



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Hi it's Chris and Susan and welcome to this video.

We have just come into Chris Record's home and let me say that door was very heavy. It is the most beautiful place we can't show you all of it but in a moment we're going to introduce you to Chris because he is going to explain to you exactly what the internet marketing college as it's being called now is, who it's for and why you might want to get involved with that and we've got lots of questions to ask him.





Last night we flew in from London UK five thousand miles to be here in Scottsdale Arizona. We're in the home of Chris Record.

He's very kindly invited us here today.

The thing is we've been asked lots and lots of questions about what is being called the moment the Internet Marketing College and we thought well what better thing to do than hop on a plane and come and get the information straight from the "*horse's mouth*" if you'll excuse the expression there and ask Chris Record himself.

Chris Record :

Right on. Well first of all let me just say I'm honoured that you flew five thousand miles to be here and I'm looking forward to share and create as much value as I can. I'm very excited about this project.

Chris and Susan :

We're are indeed excited to be here and to hear what you have to say

Tell us what exactly is it and who is it for?

Chris Record:

The Internet Marketing College was designed because of a need in the marketplace. It really bridges the gap. On one hand you have traditional education, universities, colleges, professors who are great at teaching, but at traditional universities they teach more principles. They don't actually teach you techniques on how to make money. They don't teach you things that are modern and fresh and updated. They don't stay up to date with like social media and what's going on, they teach you more of the general principles of business so it's missing something. It's missing that modern fresh unique training. Then on the other hand you have these seminars and you have gurus and they're trying to do a good job but really what gurus do is they have a fire





hose of information. It's not structured at all like school is and also half the time they're selling. They spend half the time teaching, half the time selling so the guru side it's modern up to date information but it's "up sell" after "up sell"

after "up sell" and it could become very confusing for the new person to figure out what where to make money.

What I saw happening in the industry, I've experienced both sides. What I saw happening was information overload. I literally saw that ... What happens is people want to learn how to make money online, they can't take traditional education to do it so they go to the seminars and all these gurus and they just get fire hose information, they get overloaded, they get overwhelmed and they don't actually take action on it. In order to take action you need to get the content delivered to you in a way where you retain it and you become confident that you know what you're doing and then you can go out there and actually take step by step by step. What happened was I began researching this. I said, "There's got to be a way to do this." In my research I actually stumbled across a process called mastery learning. Mastery learning, it's also known as *ISD*, *instructional system design*.

What it is it's basically a layering approach. Let's say I want to teach something like how to do Facebook advertising. You can't just jump into Facebook advertising. You have to peel back the layers, what must somebody need? They would have to have for instance a Facebook account. They would have to have a Facebook ads account, they would have to understand the terminology on a basic level. What is an engagement ad? What is a boosted post? You go down to all of these basics and you go okay. Now you deliver the content in a way where they learn layer one first and then make sure they understand it. Then you add a layer of complexity. Like you just make it a little bit more complex as you go and then you go layer after layer after layer. Finally you get to a point where now you get in the value of like the high level stuff that comes with Facebook advertising but everybody understands it. Now everybody is on the same page. This is a science to learning, there's an actual science out there on how to teach people.





I thought to myself, what if I bridge the gap and combine the two industries? What if I took the school approach to teaching and what if I took the content that is taught at all these seminars and put the two together? I decided to just do it and we formed it. It's called the Internet Marketing College. This Internet Marketing College is essentially classes on all the topics related to Internet Marketing taught in a way for adults, for professionals, taught in a way to be able to help them go from beginners, to intermediate, to experts in almost all

the popular topics such as social media, every social media platform. We could turn you into expert and teach you how to build a big following. Search engine optimization, we could teach you how to get all of your websites ranked in Google from beginner level to expert level.

We can teach you how to start up your own agency. Maybe you want to have your own agency and sell services or be a consultant. We can teach you how to be able to do that and grow that even into a six figure business. We can teach you ... The list goes on. We can teach you how to run a profitable e-commerce site. Maybe you're in the direct sales industry and you want it to generate more leads for your business. Whatever it is we can teach you that in a foundational layered approach that is not taught anywhere else. What we've done is we've created a new category of education. We've opened up a brand new category and we believe that is going to totally disrupt two industries. The traditional education industry and the seminar or guru industry. It's going to disrupt it, we're going to something that's never been done before and I'm excited.

Chris Beesley :

Chris I've got a question out of what you just said.

When I was learning to be an accountant, I got taught by a lecturer and he taught me to pass my exams which was absolutely brilliant that was his job, but he'd never been an accountant in his life. We've sort of got a bit of a challenge here or let me say you've got a bit of a challenge here where you've got gurus on one hand who are practitioners knowing exactly what they're doing and implement it. On the other side you've got teachers who know these stuff but have never actually done it. How are you going to overcome that?





Chris Record :

Like I said I'm bridging the gap between traditional education and that. We don't want to just follow what traditional education has which is teachers. You have people that are experts at teaching, now that's great, but what you want is ... You mentioned the word practitioners.

What you want is practitioners. You want people who actually are out there in the field really doing the strategy that they're teaching you. Here's what we have. We've thought this through, we actually have three different people that are involved in each topic that we teach. You have a subject matter expert. This is an expert at the topic. This person might be a millionaire at eCommerce or somebody who's generated hundreds of thousands of dollars in SEO. They are a subject matter expert and they're likely not going to want to be a teacher at a school okay, they're making money. You have a subject matter expert, they're the people who basically give us all the content and that could be a lot of people actually. You could have ten subject matter experts that all contribute to the SEO class.

Then what you have is you have the curriculum developers. Now these are people that come straight from the school system. These are people that have PhD's that are experts at this IFD process. They're the ones that put together workbooks for major universities, they put together the class outline. They're the ones that do that layering. What they do is the subject matter expert presents all the information, the curriculum developer reorganizes it and layers it so that it is that step by step by step trusted education that's going to help people.

Then the third person is a practitioner, teacher. A teacher has to be somebody who's actually out there in the field practicing it, but they don't necessarily have to have made ten million dollars last year. That's a little unrealistic to have those people teaching. We don't want them teaching, we don't want the gurus teaching at the school because the guru is going to be like, "What's in it for me? I want to sell the class. I want all the class to buy my product." That ruins the school experience. Here's what we want, you know our little secret? We want the gurus' best students to be teaching. The actual people like when the guru is speaking on stage they go, "Let me introduce you to Bob and Cindy.





Bob and Cindy are doing fifty thousand dollars a month with this thing." Really? Well Bob and Cindy are doing fifty thousand dollars a month, they are practicing what's being taught and they probably know what to do so we'll go straight to Bob and Cindy and say, "Hey would you be interested in teaching for our school for about a year commitment and then after that you could do anything you want but there's no selling, there's no mastermind stuff, just pure teaching, just pure value. They will get credibility.

We've arranged this. We have subject matter experts contributing content. We have our PhD curriculum development team and they're actually organizing the classes and then they hand that over to a practitioner. The practitioner somebody who's actually practicing what is being taught. That practitioner will change the class around a little bit to meet their needs to meet their value. When you get that flow together, we've created something that has never been done anywhere else where you have the content from the multimillionaires out there, you have the teachers the PhD people making it layered and then you have an actual practitioner teaching it. We've thought a lot about that and it's important to us that we don't just have a teacher who's just got a master's degree and they just know how to teach through a textbook.

We don't want that because if a student sitting in a class like you when you attend a regular college, the person is teaching like you said accounting or business but if they're not successful then you're always kind of on guard. You're like, "What are they going to teach me they're not even successful?" If you have a chance to meet with somebody who runs a successful business that mentorship is so much better. We've really thought this through and that's one of the things that's going to make the Internet Marketing College so unique out there in the marketplace. Finally good quality education well thought through, well structured.

Chris and Susan :

Chris we're really excited about what you shared with us so far about the internet marketing college. One thing we'd like to ask you particularly because of our age if you like. We're both in our sixties now. We found the online world in our mid-fifties. Is it something that's going to be suitable for people like





ourselves approaching retirement? Why would they perhaps be looking at something that they may not even think about an online business perhaps compared to starting a traditional business? What would be the advantages that you would see?

Chris Record:

Sure it's a great question. It's online versus traditional and then the second part of that question is maybe for this specific age demographic why might it be good for them? Well, I don't know everybody that's watching obviously but from my own experience the baby boomers, the retired people that I know most of them are going into retirement without enough money to be able to retire properly. Most of them it's like a reality shock that's hitting them like, "*Man how did I get to this point? I don't have savings, I still have debt.*" They've been putting off all this travelling and all this fun. They've been putting it off for years thinking they'll do it one day and now it doesn't seem like a smart decision to do because they have a very small amount of money that they have to make last for years.

I think more than ever from my experience I'm seeing that this baby boomer retirement generation needs to be able to supplement their income. You need to supplement your income with something that is a little bit more ...

Something that gives you some location independence because if you're going to want to travel you're going to want to have a business that you can do anywhere in the world. You're going to want to have a business .. and the reason online in my opinion better than traditional is that anywhere that you go where you have access to the internet, you are in business. Versus if you start up a traditional business you've already worked for so many years now it's time for you to finally get out and experience life but if you have a traditional business that is like going to be a ball and chain to your leg that's going to keep you in your city it's going to keep you with a traditional business you have to run on a day to day basis. That's no different than all the previous years of hard work there.

What I would do is I would say instead of working harder what if you worked smarter? Instead of working in a small geographic location what if you opened





up to be able to travel anywhere in the world being able to experience the good life that's out there available? What if you got paid to go on vacation? What if you got paid to golf? What if you got paid to do the things that you love or whatever it is that you love? Think about what are the things that you've been putting off for years that you would love to do?

Like your bucket list.

Your bucket list. Well, social media and Internet marketing and all this online marketing is a way for you to be able to go out and live your bucket list and get paid to do so and still be able to generate income because number one, the internet provides automated income. Meaning that the internet doesn't shut down. It's worldwide, people are always online, you can always have money coming in all day long. It's automated, it could be passive meaning that once you set up a website that has an order form on it and you're advertising it people can come in from anywhere in the world and they can buy. It's scalable, so it's automated, it's passive, and it's scalable. Scalable meaning that if you can invest one hundred dollars into an ad campaign that generates two hundred dollars, once you learn how to do that on a small level attesting, then you can put a thousand dollars in and make two thousand, you put ten thousand and make twenty thousand, you put one hundred thousand and make two hundred thousand. It's scalable.

For example when I set up a website that sells a product and I use Facebook ads to sell it, I experiment a little bit while I'm learning but once I find something that works and it's really not that hard. I've taught literally people that didn't even have a Facebook account. How to be able to set up a Facebook account and be making money in their first week with it because it's automated. All you do is you put a website up or pay somebody to do it, you put a product up and then as you put the website up you put the product up and then you just buy some advertising going towards it and you experiment. Once you get it though, this is the thing you don't get rich overnight. In no way do I teach people, "Oh you're just going to make millions of dollars," but the way scalability works is like this. Once you crack the code and learn how to do it, whether it takes a week a month a year whatever it is for everybody is different. Once you crack that code then scaling is no problem because all you do is you just put in more money and then it makes more sales.





Putting in more money it makes more sales.

Now you're making money on autopilot every single day recurring income passive income that you're able to supplement all your retirement on. For many people that we've helped, they're actually making more money from their online business than they did from their career.

Like here they were just trying to make a few thousand dollars extra a month they end up making thirty thousand extra month. Honestly there are traditional businesses that are fantastic, there are franchises, there are chains that can be passive. I have a friend right now who is retiring and he actually went to I think it's called Hamburger University. I have to look at the actual name. I think it's called Hamburger University.

He went for a year and then he bought a franchise, a fast food chain and then he worked at the fast food chain as the on the location manager for another year. It took two full years and it cost him about seven hundred thousand dollars in investment. Then after investing in all of that I don't know where he's at now I have to check in with him, but his goal is then every couple of years to buy another one and then another one and another one and that's his form of retirement. It is possible if you have hundreds of thousands of dollars and you have a couple of years to work at a ... Get trained and work at a first food chain that might be a great way to do it in the physical traditional business, but if you don't have hundreds of thousands of dollars laying around and you don't have years to be able to go a whole new direction what if you got started a lot more simpler by getting started with something online.

All you do is pulling up your laptop, watch a few tutorial videos to learn how to do it, be location independent, be anywhere. Be in Hawaii, be in Brazil, be in Europe, be in Australia, be in the United States, go anywhere you want. Travel and then just pull up and at the end of a day of sightseeing and doing fun stuff and lounging by the pool at some point, go to your hotel room which hopefully is a five star hotel room. Pull up in your laptop and just check your ads. Just check your ads and make sure they look good. If you don't even want to do that, then just log in and check in with your teammate and say how's the business looking today Bob? Bob runs the ads. The point is learn just enough to either be able to do it yourself or to hire competent people to do it for you but





you need to learn enough yourself otherwise you're going to give people money and they're not going to do a good job. Learn enough yourself that you can hire competent people and it doesn't take hundreds of thousands of dollars to get started. This is something that is a great way to supplement your income. Hopefully that answered your question.

Chris and Susan:

Coming out of what you just said Chris, we found that in five or six years online that is actually more than one type of income that you can generate from an online business. We've managed to generate three which actually gives us our retirement lifestyle if you like because we've got passive income which you mentioned, passive or residual income. We then got what we call our middle tier income and we then got what we call a high ticket income.

We've renamed them to being our **bill money** for our residual income. We then call it our **spending money** for our middle sort of income and then we have our **luxury money** which is our high ticket income. That allows us to live the life that we do and travel around the world.

Is that possible with the internet marketing college as it's going to be called?

Chris Record :

Yes, absolutely. First of all I like that. You've got your bill money and that's that passive residual money that comes in that you can count on, so you can count on that to pay your bills. Then you've got that middle income which is your spending money. Yes you're spending money to go around doing stuff and then you've got your luxury money, that high ticket income.

I like that. I've never thought of it that way. Your bill money, your spending money, your luxury money. Yes, absolutely.

Here's what we've done with the Internet Marketing college is that not only do we teach you how to be successful with your own business where sky's the limit, but we also have our students ...

We teach all of them to participate in what's called our student referral





program and this is an opportunity where as a student you can actually go out there and refer other students to us. You can help market. We call it "***earn while you learn***".

The reason is this. I'm just going to be straightforward and say most people out there will teach you how you can like get rich overnight or get rich quick and it kind of bothers me because the reality of the truth is that it's going to take time. No guru wants to say this because when you say it's going to take time, everybody in the world says, "I don't have time." Let me be straight forward with you, it's going to take time. I know for me and in our school to teach you how to be. Go from beginner to expert to pro. It won't happen overnight. You're going to go on like a year long journey with us on that, but you're going to need some way to bring in money now so we did have to settle that. What we did is we came up with a way to earn money while you learn to be a successful Internet marketer.

The way to do that is through our student referral program. What we do is we have three different tiers which is similar to what you just said. We have three different tiers of products that you can sell and it's very similar to what you just talked about.

One tier of products you can sell is one hundred dollars per month and we will pay you up to forty percent commissions for each one that you sell. If there's a product that is recurring this is the product that will pay your bills and you might think, "Oh it's only forty dollars," but it's forty dollars per month per customer. You can earn up to forty dollars per month per customer you refer. If you don't know who to refer we're going to teach you. That's what we do, we'll teach you how to be able to build an email list, how to be able to advertise, how to market.

It's really cool. Not only do we teach you, but we give you an actual resource to start making money with immediately while you learn how to really do the bigger stuff. One hundred dollars a month product, it's very valuable, we will pay you up to forty dollars per month on that. If you refer ten people that's up to four hundred dollars per month. You can go up to four thousand dollars a month. You can go up to unlimited. You decide how much do you need coming in on a minimum monthly basis to be able to pay your bills? That is your bill





money and then that's your goal of how many students to refer at that one hundred dollars per month product. Now you get bill money taken care of.

The next is what you call the spending money. We have another product which is our home study course and as an affiliate you can refer this out to other people as well. Lots of people love this. It's a course from me that actually teaches all of the basic core principles of internet marketing. I teach all the various ways to make money online from SEO, to eCommerce, to affiliate marketing, but I do it in a way where it's designed for beginners. It's fantastic, it's like an encyclopedia of internet marketing. This course is going to sell for two thousand dollars and we will pay you up to eight hundred dollars per referral. Up to eight hundred dollars every single time that somebody purchases that. Now this is that middle tier income, eight hundred dollars. You've got your bills paid and now you've got eight hundred dollars here, eight hundred dollars there, eight hundred dollars here, that's you're spending money, like Chris just said. I'm using your words That's that spending money.

I actually just heard them for the first time I just like them so much I memorized them. There is your spending money. It's eight hundred dollars so you might sell one of those per month or you might sell ten of those for a month that might be an extra eight thousand dollars per month right there ongoing, keep coming in. That's our second tier. This encyclopedia of internet marketing. Then our third tier like you said you need that luxury income. You need something that can help you live a more luxury lifestyle. Travelling, staying in nice hotels, eating at nice restaurants, jet setting around the world is not cheap. You need to have a good amount of money. You just don't go on to seat your pants. You have money in savings at this point, you need to have a stable income to be able to do this, you need to make money big chunks to pay off any debt you have. You might have a ten thousand or twenty thousand or fifty thousand dollars in debt, you need big chunks to be able to pay that off. Otherwise you shouldn't be just jet setting everywhere in debt.

We need to give you a way to make big money. For that we have a ten thousand dollar product. This ten thousand dollar product we will pay you up to four thousand dollars in commissions per referral that you make. Up to four thousand.





We will teach you how to be able to market it, we'll teach you how to be able to bring people through a sales funnel all automatic. In fact you don't even necessarily have to talk to the person that buys.

Here's the thing, we're going to spend advertising money anyways. Commercials cost money, billboards cost money, radio ads cost money, magazine ads cost money, newspaper ads cost money and in all of those methods we have to front all the money upfront, we pay, and then we pray that it results in a sale. We call it the pay to pray model. You just throw the money out there and hope the business comes. Or what we can do is we can give you that advertising dollars. Instead of paying these big companies and just hoping it works we can pay you for what we call the best form of advertising which is word of mouth advertising.

We can pay you to be the advertiser. Now you go out there and you advertise and when you make a sale then we pay you. It's a lot safer. We pay after the sale is made a commission to the referring student right. Not only are you learning how to be an Internet marketer, but you're earning money by helping us advertise and we're teaching you all the skills. For our top tier product, ten thousand dollars we will pay you up to four thousand dollars in commissions. What's awesome about this is literally that extra four thousand dollars in commissions that you're making, what if you do like an extra couple of those per month. That's eight thousand dollars. If you did ten per month that's forty thousand dollars. The sky's the limit with that one. There's going to be people that you will meet that are baby boomers, that are people who are just got online a year ago that are going to be making tens of thousands of dollars per month just following our instructions on how to be a marketer. You're going to witness this with your own eyes.

You'll come to one of our events and you'll meet people who will share a story about how they were struggling and then they got involved and learned properly with structure how to do this and made money. In summary, you've got passive income at the one hundred dollars per month product up to forty dollars per month, that is your bill money. Then you have that encyclopedia of internet marketing product that is two thousand dollars a month, you make up





to eight hundred dollars a month on that, that is your spending money. Then we have our ten thousand dollars tuition for an actual college and we'll pay you up to four thousand dollars per referral, that is your luxury money. I've just kind of spun that back on you. ***Our program fits incredibly well for the bill money, the spending money, and the luxury money.***

You can always get more information about that so we don't need to talk about it for hours but I will tell you it's something that everybody can do. We've designed this. Even if you have no experience, you've never done this before we would love the opportunity to show you how even as a newbie or a beginner we can walk you step by step through this process.

Susan :

Wow that is fantastic. I mean what an awesome opportunity you have with this particular business model. I absolutely love it.

I've got a question for you that's a little bit different and not money related. I was actually reading from a friend of mine just the other day her dad is seventy. He's the top end of our baby boomer market. It was lovely. She said, *"My dad has just gone to university and he's got himself a degree and he came out with the degree in his hand and the gown and everything."* She said she's so proud of him because he was never able to do that when he was younger because obviously coming from that generation - that era - it just wasn't available. The whole point was he said, *"I don't want to be put out to pasture in my old age. I want to do something worthwhile and know that I can leave a legacy for my family."*

Does the internet marketing college fit into that in any way?

Chris Record

Yes. There's a couple things there. One is the ability to be able to leave a legacy for your family. To be able to not only create money which could be passed on as a legacy but also knowledge. Let me put it in perspective this way. One of the most influential people in my life was my grandfather. It wasn't that he passed on money or anything to me. It was that **he passed on knowledge and**





wisdom mentorship. A lot of people think that the only way to get mentorship is to go find successful people and learn from them, but you don't just want to learn from successes you want to learn from all their wisdom. Their failures, their successes, what would they do differently, and you want to be inspired. I got inspired by my grandfather because even in his old age he was still out there going for his goals and going for his dreams and doing big things. That was an inspiration to me.

What I would do is I would say this, what a lot of people do is they get to their retirement age and they're either stuck, not enough money to retire or they just are wiped out and they feel like I don't really have the energy to do this anymore. Really that's when your true legacy can begin. You've got so much wisdom right now, you've got so much to share, you've got so many people that you can impact with your stories.

What I would love to do is I'd love to show you how the Internet Marketing college can be a vehicle for you to not only create wealth that you can pass on as a legacy but also to create knowledge that you can pass on as a legacy and also to be able to share your stories. Have a microphone or a megaphone to be able to get out there and share your stories. You don't have to be on video like this but maybe is something as simple as having an online journal that you go out there and share.

How about right now if you're watching ... How about you have an amazing story right now in your life? How about you have an amazing story of struggle that you've overcome to get where you are now? How about you have amazing stories of people you've met or experiences you've had? Well what if I told you that those stories could inspire other people and your life could have more purpose and more value by going out there reaching more people and those stories can help develop your character and help you be more abundant. Financially they can make you more money.

I hear all the time *stories sell facts tell*. You don't have to be this knowledgeable person that's just fact, fact, fact, fact, fact.

Use your stories, use story telling as your vehicle to go out there.





I love sitting around and one of my favourite things is this sit around the couch with my friends, with my peers, with my mentors, and just let them tell stories. "I remember when I started my first business and here's what happened." I learned so much from that and I just think how impactful that was to my life and we need more people like you sharing your story to inspire the next generation to learn from that legacy.

Life is short, you know probably better than anybody else. Life is short. If you're a part of a baby boomer generation even at the top tier of the baby boomer generation it goes by quickly, but realize there's still time left to be able to make your biggest impact yet.

There are so many stories, I challenge you to go out there and read. There are so many stories like Colonel Sanders who started Kentucky Fried Chicken. It wasn't until he was in his seventies. As a baby boomer, a late age baby boomer before he even got started on that project and went on and had the best success in his entire career at that age.

There is story after story after story of people that didn't even get started, of their best adventure yet until they reached their baby boomer age. What I would challenge you is that instead of looking at it as the final chapter in your book, which a lot of people tend to look at it for, look at it as "*I'm about to start the biggest and best chapter of my entire book.*"

It's about to happen right now. The Internet Marketing College can be a vehicle to help steer you in the right direction. We can show you how to get the audience to hear your story, we can show you how to create the wealth to be able to travel around and live the lifestyle that you desire, we could show you how to have the time in the money to be able to spend on your true passions. Hopefully you have some stories left in you that you can go inspire the world with to make a difference.

Susan:

Honestly that for me is quite choking actually really and if I can add on to the end of that talking of stories. I lost my dad thirty years ago now. My Mum when she heard we were coming out here is just so behind us in what we're





doing because she said - I always remember him saying to me, "***When I retire, we're going to travel the world, were going to do all those things that we've worked hard for.***" He never made it. That's why we carry on doing what we do because Chris is the same. He lost his dad very early on but he was an entrepreneur too. He was an accountant.

My dad was an accountant. I guess it runs in the family. Three of three of our kids are accountants as well but it was because of that that we just stick with it and have stuck with it through the six years to actually get us to the position where we are now because we know we can through sharing our story help hundreds and thousands of other people do that too, so thank you.

Chris Record :

I really appreciate you sharing that.

Chris and Susan:

We've been talking a lot about what is still called the "internet marketing college" but it may not be called that in the future ...

What comes out of that? What do people do next? When we first got started online five or six ago we had to learn everything ourselves step by step. We've now finally got hold of a vehicle (meaning that internet marketing college) that is going to help people do what we've done within a much shorter period of time. What do people do next Chris?

Chris Record:

Yes, a couple things. We keep mentioning the Internet Marketing College. The Internet Marketing College is our temporary name. By the time you're watching this video we might still be in pre-launch or you might hear our official name. We are going to be launching an international brand that will span the globe and we'll have presence in every major country including probably wherever it is in the world you're watching from right now.





What can they do next? What's something that you can do next? If you're watching right now and this is intriguing to you here's what I want you to do next.

I want you to get in touch with Chris and Susan Beesley because ...

Let me kind of brag about them for a minute, but first of all anytime you get involved in any type of a business, the first thing you want to do is you want to get around successful people that can actually shortcut your learning curve. People that have been right where you were. People who have gone through the trenches and have actually done this themselves. You want to have a mentor, a coach along your own journey.

Chris and Susan Beesley have done a phenomenal job. Just think about this again, we are here in Arizona in the United States. They flew five thousand miles to come out here and do the due diligence that it required to be able to really get this business started on your behalf for you so that you don't have to fly out five thousand miles to be able to ...

They're going to the corporate office, they're here in my house, we've been talking and brainstorming building ideas. We've been friends for several years. We've been able to have a chance to work together. I've watched Chris and Susan. Like so much of what you've done you've got to learn on your own, learn by yourself and that's the problem. One of the big problems out there is as an entrepreneur you're in business by yourself. We want to change that.

We understand **you're in business for yourself but not by yourself**, you don't want to be by yourself. You're building your own income but you want to have a community of like-minded entrepreneurs. You want to have support from people that are similar. Chris and Susan Beesley have proven time and time again they're on the frontline learning the latest strategies of what's working, they're helping people left and right to be able to create even six figure incomes online which is phenomenal. They're putting in the work like flying five thousand miles just to be able to meet the corporate team, be able to get the interviews, do everything to be able to help you succeed. It's very rare to find a leader that is willing to do that much.





You know what most leaders want to do? Most leaders want to do as little as possible and make as much as possible. That's what people want to do.

They just want to put together a little video and be like, "How much money am I making?" It's very rare that you can align yourself with people who have heart. Who lead with heart, who lead with, "*Okay, let's set up a way for our team to win collectively instead of just us.*" You guys have done incredibly well on your own but there's nothing more fulfilling than actually helping somebody else have success.

I know that firsthand because in the journey of making millions of dollars online I still get more joy out of ... Every day I get messages from people that said they finally made enough money to pay off their debt. Or they finally made enough money to be able to quit their job that they hated. Or they finally made enough money to be able to pay their mom's bills, so now their mom can be ... I just had that message just a couple days ago. I made enough money to be able to take over my mom's bills so that she no longer has to struggle and it's just like that's what got me motivated.

As a young entrepreneur, my whole reason I became an entrepreneur was because my mom was on welfare and we lived on food stamps and we lived on section eight housing which is government subsidized housing and we never made enough money to go buying. All the other kids eating nice lunches in school and I had this little paper food stamp that only got me ... It was only available like to use at health food stores and stuff and I just had to get these little dollar meals here and there and I struggled. All the kids had the nice shoes and I had the beat up shoes with holes in them. I looked around and said there's got to be a better way not only for me but to take care of my mom and that's what drove me to be an entrepreneur. I said a job is not going to do it, a job I'm just going to struggle. I need to have something where I can create more income.

I remember the day that I was able to pay my mom's bills and take over her bills and how rewarding that was and my mom has never had to work a job since at all. It's the little things like that ... I've got '*goose bumbs*' all over. Because that's more rewarding than any amount of money is going to be, is





helping other people.

I know that's why Chris and Susan are here doing this passionately and if you're watching right now first of all you've got to get yourself out of the ditch to be able to help somebody else out of the ditch, but let Chris and Susan who've already been in that ditch crawled out got out themselves; let them be not a hand out but a hand up for you and let them reach out, pull you out of whatever that situation is, help you create more abundance in your life, and then hopefully you turn around and pay it forward because there's nothing more rewarding than going out there and spreading a message of people that they can live life more abundantly.

They can travel, they can live the good life on their terms, they can be location independent. What we're doing here is more of a course. I want to leave you also with this last vision which is we're starting off as an Internet marketing school, we're growing into an entrepreneur school, and then our final phase which is the one that really gets me going is that we actually want to teach financial literacy around the world. We want to teach financial literacy stuff they do not teach in the school system.

The school system relies on parents to teach their children basic financial principles but parents don't always know those principles themselves. What happens is that even when somebody gets out of school, high school, or even college, they don't understand what it's like to go in debt. They go finance a car, they go get credit cards, they've got their school debt, next thing they're in a hole that takes decades to get out of and they don't even understand what to do and no one ever taught them. The school system didn't teach them. We want to help fix that problem on a global scale, financial literacy.

We're starting with internet marketing because that's the little area we can start with. Then we go to entrepreneurship which is big. We grow to financial literacy.

If you believe in that same passionate, same cause that financial literacy is needed to be taught in the school systems, need to be taught to more children, not only children, adults. Adults need to learn financial literacy so that they can pass that information on, that education on. If you believe in that cause we





would love to have your support for this vision.

We see this growing big and going international so get back in touch with Susan and Chris and let them know, "**Hey look I'm excited. I'm ready to get started.**" Even if you have an obstacle. Even if you say, "**Hey look I'm not sure I'm new. I'm not sure,**" still get in touch with them. There's probably a solution, an idea to get you started right now that you're not even thinking of.

Contact Chris and Susan, tell them that you want to be part of this vision and let's make these dreams come true together.

Chris & Susan

Contact Chris And Susan

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