


IS YOUR BANK ACCOUNT A

# FINANCIAL GHOST TOWN?



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

# Master Resell/Giveaway Rights



The person who you received this report from is an affiliate of Stephen Pierce International, Inc. and Impulsive Profits. If you purchase a recommended product in this report they may make commissions (from Stephen Pierce) on your purchase for providing you with this valuable information.

You also 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.

Copyright © 2010, Impulsive Profits Inc., & Stephen Pierce International, Inc.

For more information about giving away these reports, [Click Here](#)

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

# Creating Value to Create Wealth

## How Value can turn your business from a ghost town to creating a parade of buyers

Do you grunt and groan when you look at how much money you've made... versus how much you would like to make? Do you feel insulted when looking at the gap between where you want to be financially and where you actually are?



There is one thing that can close that gap. Without this one thing, your business will have clogged financial arteries; this one ingredient can potentially turn your business from a ghost town to creating a parade of buyers.

When it comes to success in your business there are a number of components involved. Your sales process is extremely important because this is what drives everything. You can compare your sales process to the nervous system of your business. If your sales process falls apart then you have nothing left. You will never reach the level of wealth creation that you desire without an adequate sales process.

But, there is another very important component to business success that I want to talk about in this report. If you don't have this one thing, nothing else will matter. It won't matter how good you are at everything else. You need this important component, which is the mobilization of people and getting them to buy things and do things. It is essential to create value within your product or business. Every single transaction that a person makes revolves around value.

In order to understand all of what you'll read in this report you need to understand what value is.

## What is Value?

Every person you ask will probably have a different answer to the above question, so I'm going to give you my own definition of value. **It's anything that a person is willing to take action to get something or to keep something.** Whether what you're offering is free or if it costs a small fortune, if a person isn't willing to take action to get it or keep it then it is not valuable to them.



When it comes to your business, what you think is valuable could be absolutely meaningless to someone else. You need to look at what people are taking action on. These are the things that your customers see as being valuable. If your products are not selling then it is because people do not see them as being valuable to them. You need to see what you can do to make your products seem valuable to your potential customers. *Value is defined by your customers so you need to know what they consider valuable and then give it to them.*

You'll need to create a more tangible way of placing yourself in a position where your offers and products are deemed valuable by your customers. You want them to be willing to take action to buy and keep what you are offering. You want your customers to find value in your product over the long term.

In my opinion, value really comes down to two things. You need to have a framework that you can use and follow to help you understand how value is actually created. When you are looking at creating a product or service, value will help to increase or decrease something.

**An example of this is:**

People find value in your product if you are able to help them increase the amount of money they are making. By helping potential customers increase something, you have added value.



People will also find value in your product if you are able to decrease something. Weight loss products are a great example of this. People find value in the idea that you can help them decrease their body fat.

When you are creating your next product or reviewing your existing product or service you should look at it in terms of value. Make a list of all the features and benefits associated with your product or service and

see if it decreases or increases something. You can use two columns on a piece of paper for this, one column for increase and one for decrease and then list all the benefits in terms of value in each column. When you do this exercise you will be able to see exactly how your product or service is perceived by your potential customers.

Adding value to your products is all about understanding what a person is looking to get from your product. People are always looking for value in four things. They may not require all four but they will always be looking for at least one.

The first of these is relationships. People care about their relationships and that is why relationship products sell so well.

People value their freedom and many are willing to pay to be able to do whatever it is they want. This is why Work-From-Home programs and automated businesses sell really well.

People value their time. They want more time to spend on the things they want to do and any program that offers to increase their spare time will always sell well.

People value security. They desire more security, especially financial security, so products that help to increase their financial security sell well.

You as a business owner are the value creator and it is your purpose to help people get what it is they desire. When you can do this, everything you want to have in your business will be available to you.

When I sign my books I always sign them, "Create value to create wealth." Without value there will be no transactions and without transactions your business will fail.

After reading this short report I am certain that you now understand the concept of value and you should now be able to put it to work in your business.

## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personaly Hand You Everthing You Need To Start Making Real Money On The Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



It's a huge leap from the mean streets of Washington D.C. to Buckingham Palace, but Stephen Pierce was recently invited for dinner by Prince Charles.

He's been featured on major television news programs and speaks to packed houses around the world. He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year – that's

19 BILLION dollars. Stephen Pierce is people, it seems so daunting. That's why Stephen Pierce's **MRMI Super Cash System** has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

**YES!** You can go on a vacation whenever you want.

**YES!** You can work from home or from any location in the world with an Internet connection (even the beach).

**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

"I made more money than I thought I would in 11 months simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – **Greg Cesar**

"I ended up with tons of sales in 21 days.

Thank you Stephen, you continue to be amazing." – **Greg Poulos**

"I ended up with tons of sales in 21 days. Thank you Stephen, you continue to be amazing." – **Greg Poulos**



### Claim Your \$4,276 Internet Income System Today for Just \$1 And You Get:

- A 70 minute streaming video presentation of "Real Money, Real Fast." This dynamic presentation will get you moving. You also get the audio version too.
- The 7 Steps to Success Worksheet. Just fill in the blanks and you're on your way.
- 12 Instant Income machines with Private Label rights. These are income machines in the "go" position. You just add traffic and keep 100% of the income.
- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for ONLY \$1.

### Click Here Now To Claim Your \$4,276 Internet Income System Today For...

# ONLY \$1

**SATISFACTION GUARANTEED -- 30-Day Money-Back Guarantee**

# Value Worksheet

To explore value as it applies to your situation; please see the questions that follow:

1. **After reading this report, do you understand the concept of being a value creator?**

---

---

---

---

---

---

---

---

2. **Did you consider the value aspect when you were creating your product or service?**

---

---

---

---

---

---

---

---

3. **Looking at your own product or service, does it provide value?**

---

---

---

---

---

---

---

---

# Value Worksheet

4. Make a list of the benefits and features your product or service has. Does it increase or decrease something?

---

---

---

---

---

---

5. Make a list of the ways that you can increase the value in the product or service you offer.

---

---

---

---

---

---

6. Are you targeting one of the 4 things that buyers look for?

---

---

---

---

---

---

# Value Worksheet

7. How easy will it be to add additional value to your product or service?

---

---

---

---

---

---

---

---

8. What actions do you need to take to ensure you are a value creator?

---

---

---

---

---

---

---

---

9. When you look at your niche area, what is the main thing that buyers are looking for in the context of increasing or decreasing something?

---

---

---

---

---

---

---

---

# Value Worksheet

10. What is the one thing that you can do today to add more value to your product or service?

-----  
-----  
-----  
-----  
-----



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

## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personally Hand You Everthing You Need To Start Making Real Money On The Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



It's a huge leap from the mean streets of Washington D.C. to Buckingham Palace, but Stephen Pierce was recently invited for dinner by Prince Charles.

He's been featured on major television news programs and speaks to packed houses around the world. He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year – that's

19 BILLION dollars. Stephen Pierce is people, it seems so daunting. That's why Stephen Pierce's **MRMI Super Cash System** has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

**YES!** You can go on a vacation whenever you want.

**YES!** You can work from home or from any location in the world with an Internet connection (even the beach).

**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

"I made more money than I thought I would in 11 months simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – **Greg Cesar**

"I ended up with tons of sales in 21 days.

Thank you Stephen, you continue to be amazing." – **Greg Poulos**

"I ended up with tons of sales in 21 days. Thank you Stephen, you continue to be amazing." – **Greg Poulos**



### Claim Your \$4,276 Internet Income System Today for Just \$1 And You Get:

- A 70 minute streaming video presentation of "Real Money, Real Fast." This dynamic presentation will get you moving. You also get the audio version too.
- The 7 Steps to Success Worksheet. Just fill in the blanks and you're on your way.
- 12 Instant Income machines with Private Label rights. These are income machines in the "go" position. You just add traffic and keep 100% of the income.
- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for ONLY \$1.

### Click Here Now To Claim Your \$4,276 Internet Income System Today For...

# ONLY \$1

**SATISFACTION GUARANTEED -- 30-Day Money-Back Guarantee**