



Passive Income Adventures

Education For Living a Rich, Leveraged Life

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INTRODUCTION

The OLD Normal = relying on a J-O-B, using credit to have "unnecessary" stuff now, putting savings (retirement or discretionary investment money) into traditional vehicles like stocks, bonds, and CDs.

The NEW Normal = being an entrepreneur, putting profits into stuff that provides an ROI, living off of cash at hand (i.e., purchasing necessities with cash) and engaging in outside-the-box (considered abnormal by mainstream media) money making programs and other income models that only select insiders once used to grow their wealth (and, no, we're obviously NOT talking about Bernie Madoff-like *over-the-top* idiotic schemes here).

Nonetheless, to be totally candid about the TRUE *state of change* that is taking place right now, the majority still have yet to know about or take action on investment/business vehicles that can (and will safely) GROW their savings in a fast way. Yet, they DO know, in order to live a happy, healthy, rich life, they've got to de-leverage their finances – i.e., pay off debt and quit living beyond their means.

The latter is where we DON'T come in. Since there's a crap load of books, seminars, blogs, and teachers out there who shove the "simplify your life" and "stay out of debt" mantra down your throat, we're going to take the other approach...

That being this: You can **INCREASE your "means"** by being involved in little-known passive-income programs – solid companies and astute, connected individuals that will provide you with systems and procedures that, if acted on, can bring you extraordinary returns.

Yup, it sounds suspicious, and even under-handed, we know. Regardless, rest assured that what we'll soon be revealing in our LWL Wealth Vault and coming book, "The Renegade Money Guide," is as real and legit as the computer screen you're reading this on.

First, however, it all starts by KNOWING where your "wealth memes" – especially the ones mindlessly adopted by your parents and peers – come from, and how to shift your thinking about what's possible.

Hint: there's never a money problem: just an idea, creativity, and execution problem... keep reading...

Want to “Voice” Your Opinion on The Information Here?

Leave an audio commentary (**Step #2**) or just written commentary (**Step #1**) here:

<http://www.lwlurl.com/passive>

Some insights from Mr. P – The soon-to-be-revealed Author & Managing Editor of our forthcoming book and membership site:

Renegade Money Guide

By Mr. P (Mr. Passive Income):

I'm expanding on a topic that comes up a lot in my day to day phone and email conversations with many investors.

It's a bit lengthy, so you might wanna print it out and read it offline, or lock yourself in a quiet place for the next 15 minutes and read it on your screen - it's up to you...

The 3 Phases of Creating Passive Income

I grew up in a modest middle class family. I wasn't even aware that passive income existed until I was in my late 20's. Both of my parents worked hard for everything that we had, and I thought that I'd just have to work even harder if I were to become wealthy some day.

When I entered the home business industry in 1997, I started to study successful people and quickly realized that hard work was only half of the equation.

The first paradigm shift that I went through had to do with my **perception of wealth**. Most people see wealth as a dollar amount. They spend their whole lives chasing the money in the hopes that someday they'll be rich. Unfortunately, a big income is worthless if their expenses are just as big.

It's All Relative

I've met many successful and apparently "wealthy" individuals over the years.... doctors, lawyers, corporate execs, business owners, celebs, you name it... and some of them have confessed to me that they may have a "big" income, but their bills are bigger. Many of them were in major debt and looking for solutions.

In a way I felt liberated because I realized that becoming wealthy wasn't about how much money someone makes, it's how and WHAT they spend that money on.

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Now, the second paradigm shift I experienced has to do with HOW the average person invests their money. The most popular traditional model is to keep socking away money every year in a 401k until you have at least \$1 million or more accrued.

To some, this may sound like the American dream, but there are some serious fundamental flaws with this strategy...

One problem with the million-dollar idea is something commonly experienced by lottery winners and gamblers...

Most people want that *instant gratification* and therefore, many winners end up squandering their entire winnings within two years or less. But even when a person understands the concept of delayed gratification, and keeps their million dollars in an income-producing asset like dividend producing stocks, or treasury bonds, the ROI is usually low.

There's a certain amount of subjectivity here, because your definition of what a "low return" is might be much different than mine. For example, the mainstream media perpetuates this idea that any investment paying over 10% per year ROI is considered **very risky**.

In fact, I bet most people you ask believe that the 12% annual return scam artist Bernie Madoff was offering to his high-end multi-millionaire clientele is a REALLY high rate of return... but in my experience, it's actually quite low, but it would be a decent MONTHLY return in my opinion :)

Anyway, at age 65, most investment advisors will advise you to switch your investments to less-risky assets to preserve your nest-egg. But at current conservative rates, the average ROI is about five percent per year, which barely keeps up with inflation.

Now, being an artist by trade, Math wasn't my favorite subject, but five percent of a million dollars is 50,000 dollars per year, or about 4,000 dollars per month... which represents a person's entire retirement income (not including Social In-security income). But we still have to factor in taxes, which could easily eat up another \$1,000 a month.

So at this point, this retiree would have time freedom, assuming their expenses were less than \$3,000 dollars per month, but it took 'em forty years of sacrifice to achieve that time freedom and low amount of monthly cash-flow to live on. Not exactly what I call living a life of freedom.

The Definition of Passive Income

I'm sure you'd agree that if you ask 10 strangers on the street what their definition of "passive income" is, you'll probably get 10 different answers.

But in general terms, creating passive income means that once you've invested your time, money and energy developing and creating an income stream, it should, ideally, continue to produce an ongoing income for you with little or no work on your part.

Then, once you've got that passive income stream flowing, you can have the freedom to devote your quality time to either creating a new passive income stream, volunteering to a worthy



cause, or just relaxing and enjoying life instead of having to work hard to maintain it. Sounds simple, right?...

Well it is... at least in theory, but we both know that there are all kinds of land minds and obstacles along the path to creating passive income streams. But before we go any further, let's talk about...

The Traditional View of Wealth

The concept of passive income can be a major paradigm shift for those of us who grew up with the traditional definition of success: The 'go to school and get good grades, so you can get a good job and be promoted, so you can buy a nice house, and contribute to a 401k, and then retire at age 65' plan is broken and doesn't work in today's economy.

Frankly, I find myself caught in a weird paradox... so I'm gonna say it as bluntly as I can - If you're wanting to pursue a life of true time and economic freedom, I think college is a "scam."

Yet in my 20's I was officially part of the process of relying on higher education by completing my Bachelor's degree, as well as paying for my wife's Bachelor's and Master's Degree.

Now don't get me wrong, I'm not knocking a college education. College helps people become more well-rounded, you see things in a bigger context, and frankly, I believe that we'd all be living in a kinder, gentler world if everyone went to college...

But as Napoleon Hill pointed out in his classic book, *Think And Grow Rich*: "There are two kinds of knowledge. One is general, the other is specialized. General knowledge, no matter how great in quantity or variety it may be, is of but little use in the accumulation of money."

I'm not a cynic, but I simultaneously value and devalue higher education. Yeah, I realize it sounds logically inconsistent, so I'll tell you exactly why I feel this way, and then you can decide if it makes sense to you or not...

As a high-consumption society driven by constant consumer spending, we've been sold on the belief that a college degree is the only way to earn a decent salary. Yet, why are there so many broke and unemployed highly educated people out there struggling to make ends meet?

I went to college and I'm glad I did. But the real purpose of general education is to provide a bridge between the home and the big, wide world. (And let's face it, after 18 years most parents want their kids out of the house so bad they'll even pay for their education!).

Here's the deal... College costs these days are outrageous for what you get in return - a neatly-framed piece of paper that any employer will rarely ever ask to see again, or even at all.

A typical "education" at a good public university will cost you an average of \$10,000 per year for tuition and at least another \$1,000+ in living expenses for rent, food, etc.



We might as well round the total up to an even \$25,000 per year on the low end. Multiply that by four years and you're looking at an "education" tab of \$100,000 or more. Every year hundreds of thousands of young adults aspire to participate in the 'business' of education...

It goes somethin' like this - I'll give you \$100,000 and 4 years of my life, and in return, I get to scramble for a JOB (If I can even find one) that starts at \$35,000 (on the high end) - Whoohooo!... and people STRIVE for this.

Corporate America has done a fantastic job at selling the public on the idea that getting a good education and going to "college" is a great deal and the way to go!

And when a college grad decides to do what most people do when they get out of college and enter the job market, they can then look forward to climbing the almighty corporate ladder.

But wait! This is where the REAL fun begins because as an employee, the ONLY way you can increase your income is with someone else's permission. So you're stuck, having to bust your ass until some other person that may not even know or care about you decides to let you have more money. It's kinda insane when you think about it in these terms, right?

In all seriousness, we come into this world with ONE LIFE and a ticking clock attached to it, and most people let someone else dictate how they're gonna live it. As a self-employed business owner, that's not me, and it doesn't have to be YOU either.

The harsh truth is: a college education does NOT teach you how to make money. It teaches you how to become DEPENDENT, not INDEPENDENT. It's a training camp for new participants of the rat race to become a productive part of corporate America.

Some say that colleges are nothing more than "employee farms" where you're a product... a commodity for a system that doesn't have your best interests at heart.

And of course, throughout the whole "education process" you're lulled into believing the promise that if you work hard, giving up the best years of your life, then you'll be able to retire at age 65 and finally have the time and financial means to do any extensive traveling you dream of and live out your Golden Years.

So in other words, you aren't supposed to have too much fun until you're too old and unhealthy to have fun anymore. Huh?

We all have 24 hours in a day and the problem with this traditional view of wealth is that time is traded for money, which in turn, limits the amount of money a person can generate by the amount of time he or she has in a day.

What's missing is something that's made every millionaire on this planet successful.

It's not money, privilege, or luck...

It's **LEVERAGE!**



Passive income is created by using leverage. Time, technology, and money are all things that can be leveraged; which then multiplies their power exponentially and produces passive income.

Leverage is especially important for people who don't have too much to invest. You can make a little go a long way by leveraging your time, money, and technology.

Leveraging Money

The way you leverage money is by borrowing money to buy an income-producing asset to produce more money.

For example, there are guys like Robert Allen that are famous for teaching people how to leverage money in real estate. They show how it's possible to buy a \$100,000 house with only a \$5,000 down payment.

In simple terms, a person can control a \$100,000 asset without having to put up all of it themselves. The housing market is depressed right now, but if the house appreciates 5% per year, that equate to a \$5,000 per year return on investment of \$5,000. A 100% return - not to shabby.

The biggest challenge recently is that a lot of people became overleveraged and went bankrupt, so there's still a danger of losing some or all of your borrowed money. On the flip side, there's also a huge potential for gain if you know what you're doing and how to make leveraged money work for you.

Leveraging Time

The most common way to leverage time is to hire an employee to do the work for you. This is how most traditional businesses operate. Micky Dees has a proven system for making money. The business owner is able to multiply their profits because they have other people working for them.

Another common grass roots example of being able to leverage time is through a network marketing business, where you're able to leverage your time through building an organization of other independent business owners doing the same thing.

Leveraging Technology

Technology allows us to develop systems and automate certain tasks that would normally take hours and hours to accomplish on our own. Today, computers and the internet have made it possible to set up an entire business online that runs itself.

Here's a personal example... back in 2005, I decided to write my first book on attraction marketing and name branding online. It was made into an ebook and accessible 24 hours a day to any of my customers who purchased it.



I have an army of affiliates that sell my course and I split the profits with them. They get a 75% commission and I keep the rest. To this day, I continue to receive ongoing passive residual income from my one time creation, all because I leveraged my knowledge and use internet technology to completely automate the sales process, not to mention that my profit margin is at least 90% of each sale since the product is delivered electronically.

A Fail To Plan Is A Plan To Fail

Most of what we see in our society and the social dynamics of people playing their various roles in their chosen professions are nothing more than an **illusion**... like actors in a movie.

Some people voluntarily choose to let others have power or authority over them, but if you truly want a life of financial freedom, at some point, you've gotta reject that mentality and focus on taking control over your future in a proactive way.

Talk to any retiree right now and ask them how they're managing on half of what they could barely afford to live off of before because the retirement plan they bought into was flawed and utterly FAILED them.

We're conditioned from childhood into thinking that the '40 Hours a Week for 40 Years Plan' is the only route in life and that there's no alternative.

And while you slave away your best years like my parents did, you get 2 weeks off a year to go to Disneyworld, New York, Hawaii, or some other touristy place, where you'll never see or experience even one tenth of one percent of the world.

They say that the mind is like a parachute - it doesn't work unless it's OPEN... and if you don't want to end up as a statistic, you've gotta pay attention and **self-educate yourself**.

You'll continue to pay the ultimate price for the rest of your life until you wise up and take matters into your own hands. Remember... if you don't have a plan, the government has one for you and you probably won't like theirs!

Now consider this... (And this happens to be the real inspiration for this entire editorial).

Based on my own personal life experience, I've come to the conclusion that ANYONE can gain access to a practical education that can teach you EVERYTHING you need to know in order to generate a six or multiple six-figure income from home on a part-time basis... And then multiples of that in the following years.

And the best part is, if you're on a limited budget, this education can actually be 100% FREE! (just visit your local library).



With all the negative messages we're being bombarded with daily, you've gotta get your mental game on and feed your brain with empowering information on a consistent basis, or you'll become resigned to a life of mediocrity.

Einstein said it best: "Great spirits have always encountered violent opposition from mediocre minds."

Most people can't get out of their own way because they give too much importance to what other people think, so if you're committed to moving past that BS, you've gotta stretch a little and start investing in your own personal development.

Fortune favors the brave, and it's very easy to expose yourself to a little bit of empowering or uplifting information every day.

But you know something else... (and this is where most people get tripped up) it's also very easy not to do.

Obviously, what I'm referring to here is a different TYPE of information that's designed to teach you how to generate an unlimited amount of money, not become an employee.

An hour a day keeps the bills away...

You can spend it reading one type of book at college for \$35,000 a year. Or you can spend it reading a different type of book and make \$35,000 a month - Your choice.

And that's exactly WHY I'm suggesting to invest in yourself so you can increase your personal VALUE to the world... because that's the ONLY way to break free from living a life of quiet desperation like many people in society do.

It's all about value. Value is recession-proof.

That means there's room for you at the top. The people who aren't providing value are fading fast. Your opportunity is now.

If you want a passive income, that's great. But if you can't afford to be completely passive, you've gotta find a way to generate cash-flow and take massive action.

Here's my sincere recommendation for you in case you're not already doing this - When you come across people that already have what YOU want in life, and give you an opportunity to BUY their knowledge, experience, and lessons learned - DO IT!

Over the years, I've lost count of the dozens and dozens of mentors that gave me an opportunity to send them money in exchange for their wisdom in the form of a book, a CD, or DVD, etc. and I'm truly thankful for that opportunity to learn as much as I can from them.



Ok, so now that we've covered some foundational stuff, here are what I consider **the three main "phases" to creating passive income:**

Get on our [**Renegade Money Guide RSVP / Early Bird Notification List**](#) to finish reading Mr. P's article... and... Discover short and long-term PRIVATE high-yield programs and passive income opportunities that he and his colleagues put their money into.

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