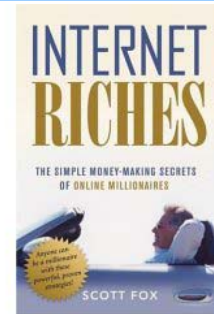


INTERNET RICHES

*"The Simple Money-making Secrets of
Online Millionaires"*

By Scott Fox

American Management Association (AMACOM) - ISBN: 978-0814473563



WHY GET RICH QUICK BOOKS DON'T WORK

By Scott Fox

Author, "Internet Riches"

& Director,

The Liminal Institute for Small Business Success

Los Angeles, California USA

www.ScottFox.com

WHY GET RICH QUICK BOOKS DON'T WORK

***So, how many "Get Rich Quick" books have you read?
Enough to make you rich yet?***

Maybe instead you've listened to them on CD in your car on the way to work, or on your ipod. Has that helped?

My guess is **"no"**. Unfortunately reading books doesn't make you richer, happier, or slimmer, younger, or better looking.

My guess is also that you know this, or you wouldn't have troubled to download this e-book that discusses why this is.

Who am I?

So what positions me to give you a lecture about my lack of faith in the **"Get Rich Quick"** industry?

I'm a successful serial entrepreneur who now spends much of his time writing. In fact, I'm the author of **"Internet Riches: The Simple Money-making Secrets of Online Millionaires"**. This book sounds like another "Get Rich Quick" scheme but that's more because my publisher wanted a catchy title for it than because it promises unrealistic returns for little effort.

To prove that point, I donate the profits from the book's sales to **charity!**

"Internet Riches" was written because I got tired of reading "Get Rich Quick" books that were not helpful to me in my life in the real world. I've made a lot of money in my days and know many other folks who have made even more than me. None of them got there by reading popular "Get Rich Quick" books.

3 Types of "GET RICH QUICK" Books = 3 Disappointments

The way I see it, there are 3 categories of self-help books that promise to help you achieve financial success.

Disappointment #1: "Manage Your Money" Books

Probably the most common type of "Get Rich Quick" book purports that it can help you manage your income to reach financial freedom.

Well, in my experience the biggest problem with being poor is not how to manage your money. It's how to get enough money in the first place!

These “money management” “Get Rich Quick” books generally skip right over the hard part – which is “how do I make enough money for it to be worth managing?”.

I don’t need to read a book to know that if I find a decent paying job and put away a chunk of my paycheck every week for 20, 30, or 40 years that that will add up to something.

Where’s the beef?!

Of course it’s helpful to understand that savings accounts are lower risk but offer lower long term returns than stock market returns on average, and that the tax deductible savings of contributing to an IRA can add up over time. But that kind of advice is oriented toward increasing the returns of your “portfolio” by a few percentage points on average.

If your “portfolio” is only \$50,000 or even \$5,000 or less – and especially if you don’t have 20+ years to spend compounding interest on such a portfolio - what good is this kind of book to you?

Disappointment #2: Buy Real Estate with “No Money Down”

These schemes, whether you find them in books or on late night TV infomercials, were probably a good money maker back in the 1980’s. Today, especially with all the access to information that the Internet has brought into the marketplace, it’s hard to believe that there are lots of undiscovered real estate deals left.

Good news: Real estate is a physical asset. There’s land, buildings, real world assets which have value and have a history of appreciation. There are also great tax deductions and strategies for helping to grow a real estate portfolio.

Bad news: Every business-minded person in the world has been hearing these ads and reading these “no money down” books for decades. That means that in addition to the legions of professional real estate firms and realtors watching for undervalued properties, there are now also millions of other entry-level folks scouting the same bargains.

Is there really any money left here? I’m as enthusiastic as anyone about finding a deal, especially if it’s backed up by real property, but how likely is that?

Doesn’t it seem more likely that the ones making the most money in this space are the guys you see on TV selling you advice on how to compete in the real estate market?

Disappointment #3: “Envision Abundance” Books

The last of my three types of "Get Rich Quick" books is the one that annoys me the most. This is the type of book that prescribes "positive thinking" as a method for financial success.

When I was in sales there was a common maxim like this:

P.M.A. = O.P.M.

This translates simply as "Positive Mental Attitude = Other People's Money".

While this bromide may be helpful for a door-to-door salesperson (which is what I was) to keep up his spirits after being constantly asked to leave, is it really a prescription for financial freedom?

I don't think so.

Many studies have suggested that keeping a similarly positive frame of mind can be critical for the successful recovery of an injured or sick person. Medical literature and the popular press abound with "miracle" stories where accident victims or cancer patients found dramatic improvements after courses in meditation or visualization.

As exciting and helpful as that may be in the right circumstances, in my varied occupations and experiences, as well as those I've researched and discussed with other successful people, never have I heard that "envisioning abundance" made a truly measurable financial impact all by itself.

So what's left? How can a person orient his or her perspective appropriately and, more importantly, direct his or her energies to help find dramatic financial success?

The Answer is "Commitment"

It turns out that "Get Rich Quick" books are crap. Of course, you already knew this or you wouldn't have downloaded this ebook.

But here I am stepping up to say it out loud publicly – **"Get Rich Quick" books and infomercials and "free trial offers" are CRAP.**

So, what IS the answer to finding financial freedom and personal success (however you choose to define that)?

Commitment

Commitment to your goals, commitment to try your best, commitment to stick with a project or job or family situation until you find the success you envisioned when you started the venture. That's the answer.

How to Get a Raise

Commitment can manifest itself in many ways.

For example, if you are working for a company, then it's a commitment to do your best and also to try to rise up in the organization.

The primary reason that companies exist is because they're making somebody or a group of somebodies at the top wealthy. Can you commit to working hard enough to rise up to join that group of well compensated somebodies? Are you willing to make the trade-offs and sacrifices usually demanded of such executives? The decision is yours.

If you do make that commitment to perform as an employee, manager, or executive, you can work hard and deliver on your promises to the company and to your co-workers. Success in delivering on that commitment can lead you to the position where you can ask for more money.

When I worked in corporate jobs I rose quickly in several different industries (before I went entrepreneurial full time). This meant that I was one of those very well paid corporate "somebodies" in a variety of contexts. In each one, however, my increasing financial success was directly tied to my ability to deliver on the commitments that my superiors were expecting from me. High performance leads to higher pay – at least as long as you ask for it...

How to Make Thousands of Dollars per Minute

At least one major factor in this financial achievement was not being shy about asking for what I thought I deserved.

In a corporate context this can mean some uncomfortable moments when it comes time to ask for a raise or bonus. But you know what?

I did the math – in fact I did the math many times. And every time I had an uncomfortable five or ten minute meeting with my boss, I walked away with a lot more money!

If you work this out arithmetically, this can mean getting paid thousands of dollars PER MINUTE for those uncomfortable meetings! A few minutes of awkward discussion,

perhaps even a mild confrontation or disagreement, and you have put the boss on notice that you are someone who expects to be taken care of.

If you can both keep your performance level up and do this more than once, you probably won't have to ask for raises again very often because you'll be **on the list** next time!

And then every time you go out to dinner, or buy a new TV for your house, or clothes for your family, you can enjoy the fruits of that five or ten minute labor where you made your case to the big, scary boss.

How to Start Your Own Business

The advice above on getting a raise has worked for me and everyone I've ever counseled in similar employment situations so I hope that its helpful to you.

These days, however, my real expertise is in entrepreneurship. How can you start your own business?

Why do I ask that? Because that is the million dollar question that most of the "Get Rich Quick" books dodge. Owning your own business is the #1 way to get rich. But those books don't talk about it much because it takes WORK.

They'd rather sell you a tasty, easy dream and take the \$10 you paid for their books (or \$399 for the special CD set!) than tell you the truth.

Here's the truth:

Commitment and hard work are how you can get rich.

Almost any industry, service, or product is eligible for improvement. Most of the world's great fortunes were started by individual entrepreneurs with an idea. So what's your idea? What are you going to do about this fact?

I can back this assertion up with statistics:

Small business owners are over **eight times** more likely to have at least \$1 million in family net worth, according to a 2006 Small Business Administration study.

In fact, households that owned **more than one** business had the highest probability of being classified as high income (67 percent) and high wealth (38 percent).

On top of this compelling statistic, research I conducted for my book confirms that commitment is a key factor in entrepreneurial success. I interviewed dozens of e-business entrepreneurs, large and small, to find what had contributed to their success.

While their products and approaches varied widely, every single one of them spoke about **"sticking with it"** until they triumphed.

The commitment to work hard is the primary engine of success. "Get Rich Quick" books don't tell you this – it's against their own self-interest – but the sooner you recognize it, the better off you'll be.

"The Harder I Work, the Luckier I Get" – Samuel Goldwyn

This is a quote I adopted as a personal motto after years of people telling me how lucky I was. While I have been blessed in many ways, financial success only comes with consistent application of your abilities.

It is small-minded and ignorant people (or the occasional lottery winner!) who truly believes that luck is the largest part of success.

You Need a Practical Guide to Getting Ahead

Not surprisingly, I have at least a partial answer to the dilemma caused by the false prophets represented by all these "Get Rich Quick" books: I've written a fourth kind of book – one that draws on the best aspects of the types detailed above to create a new genre of self-help, motivational but full also of practical and detailed advice from the real world of business.

"Internet Riches" is this kind of book, the first of its kind.

I wrote it specifically because of the frustration that I felt when reading the other kinds of books. They are full of high-minded advice about how you should live your life, or outdated or impractical "tips" on specific activities (like buying houses out of bankruptcy) that may have no relevance to your life.

Why did I write it? Because I see the potential in others and their needs and I wanted to take action by helping them. I believe that everyone has something to contribute and that working hard to create new products, companies and jobs is one of life's higher callings at which everyone deserves a shot.

Internet Riches is the first book (and the only one that I know of) that combines motivational material with practical and detailed explanations of the business opportunities available on the Internet today.

Why E-Business?

Traditionally when a person went to start a business large amounts of money had to be found. Depending on the type of business the entrepreneur needed at least \$10,000 to get started and often many times more than that depending on the inventory, office space, retail space, employees, parking, insurance, phones, advertising, etc..

Today however, starting an e-business can be done for as little as \$25 a month. You don't need a storefront, you don't need inventory, you don't need a sales force. The risks are so much lower that anyone today has a chance at owning a successful online business but most people still don't know that this goal is within their reach!

Why Should You Care about E-Business?

Despite media hype to the contrary, the Internet is continuing to grow at an amazing pace. This means tremendous opportunities for you – the seeker of financial freedom.

Over 1.3 Billion people are now online¹. And 400 Million more new internet users will go online by 2011. That's almost 8,000,000 new users worldwide per MONTH for years!²

What's more, research shows that 30% of internet users go online on any given day for no particular reason, just for fun or to pass the time!³

This means that there are MASSIVE opportunities to turn all of these new users into paying customers. Whether it's for products, services, or advertising, you are standing on the threshold of the greatest business revolution in history.

What are you going to do about it?

– FIN –

¹ eMarketer, August 2007

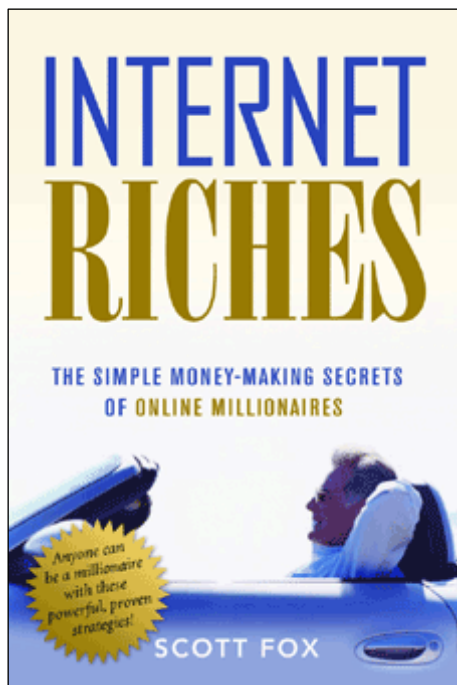
² Jupiter Research, August 2007

³ Pew Internet & American Life Project, March 2006

Internet Riches – An Action Plan for E-Business Success

Internet Riches details how anyone, even those with **no technical training**, can learn how to quickly and easily put up a web site to attract some of this huge new market.

Despite its “Get Rich Quick” title, the book has found an enthusiastic worldwide audience. (Check out the dozens of 5 star reviews on Amazon.com!) I like to think that this is because the book truly has some valuable information. The fan mail I get from all over the world tells me that people appreciate the insights gleaned from my years of experience and the many “success story” interviews I conducted which are included in the book.



In the United States, Internet Riches has charted to:

- **#1** on Amazon.com's E-business best-seller list
- **#1** on Amazon.com's Web Marketing best-seller list
- **#1** on Amazon.com's High Tech Careers list

And in the United Kingdom, it has also reached:

- **#1** on Amazon.co.uk's E-Commerce list
- **#1** on Amazon.co.uk's E-Business list

Due to worldwide demand, translations are also on their way into Turkish, Polish, and Indonesian, too.

I encourage you to visit Amazon.com to read the dozens and dozens of enthusiastic reviews of the book. Then you can buy it there or visit a local bookstore (or library) to pick up a copy today.

Your purchase of Internet Riches helps support **educational charities** for underprivileged kids, too.

Scott Fox's E-Business Success Blog

My blog is the best one that I know of to help new entrepreneurs and small business owners find their way to online profitability. I update it regularly, as do readers from around the world. You can read it for free or sign up to have the best posts delivered directly to your email inbox.

Please visit ScottFox.com for more details, including updates to the book and detailed recommendations on the best web site hosts and other vendors for your web site.

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To find the resources you need to start building a web-based business, visit my web site. There you'll find my exclusive list of the top vendors and services entrepreneurs need to launch successful e-businesses.

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- E-commerce Shopping Carts
- Email List Management
- Payment Processing
- Legal & Business Advice
- Advertising Services
- Web Site & Graphic Design

What Do You Think? Your suggestions and feedback on our recommendations are welcome – please visit www.ScottFox.com to email us. We are always interested in hearing about good e-business resources for the digital entrepreneur community.

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