

Where to Find a Cash Windfall of \$10,000 to \$1,000,000—You Never Knew You Had.

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**By Jay L. Abraham**

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There is a rather famous true story called "Acres of Diamonds".

It is about a successful farmer who risks everything searching the African continent for diamonds. Ultimately he dies sick and penniless, while the new owner of his farm uncovers on his property the largest single diamond ever known to man.

Point of fact: After helping hundreds of thousands of entrepreneurs and business owners, I'll lay odds that story is true for YOU in more ways than you are currently willing to admit to yourself.

No matter where you are on the success continuum, your ability to generate tens or hundreds of thousands of dollars in immediate windfall income is well within your reach.

I know firsthand, because everyday, I am paid handsomely to do just that by my clients and associates.

Now, no one likes to be told that they are sitting on a diamond mine, especially when they don't see it for themselves. So please allow me to give you some advice which could potentially generate a cash jackpot of between \$10,000 and \$1,000,000 almost overnight.

"What's the secret?", you ask impatiently.

I'll tell you flat out: Your hidden wealth is buried in your email list...it's hiding in your client list...and it lies dormant in your vendor list. I could go on and on.

Here's the secret in a nutshell: One of the places your hidden wealth lies is in the trusted relationships you've cultivated with people over the years.

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Let me prove my point with a quick example. I recently did a consult with a client who has a wonderful nutritional product. His own clients are very enthusiastic about the results they get.

At the same time, although he is successful, he is also cash poor. He needs a cash infusion of hundreds of thousands of dollars to be able to fund the building up of his business.

What's the solution? A banker? An angel investor? A partner? Venture capital? Maybe, but I think there might be an easier way.

Here's what I suggested to him: I told him to write a heartfelt letter to his most devoted clients which tells his story and includes an offer that they pre-pay for a year's worth of his product to help him build his company. In return for their support, they'll receive very preferential discounts and unique bonuses from him.

Will the strategy work? Maybe. Maybe not. We won't know until we test it. But the premise is sound because the odds are exceedingly high that many of his clients will empathize with him and want to be a part of his success by helping him achieve his goals.

Why?

Because they trust him.

Now some of you will be a bit hard headed and say "But I don't have a product" or "I don't have a client list" or "I don't have a business".

So let me say it again: YOUR windfall opportunity lies in the trusted relationships YOU have cultivated. And your wealth-building opportunities will be kaleidoscopically different from everybody else's.

Here another way of looking it:

Wealth = Opportunity = Trusted Relationships

Now here's the big question. Whether you own a business or not, how can you put this information into action immediately?

My answer for you: Well, the most success-certain way I know is by engineering joint ventures with people. It's my absolute favorite way of building businesses...generating enduring streams of income...and especially creating instant windfall profits.

Of the \$7 Billion in profits I am credited with, at least \$2.5 Billion has been generated doing lucrative joint ventures.

Solely by learning how to become a joint venture deal-maker who understands the money-making opportunities and "money connections" that exist all around you, you could turn-around almost any problem...make almost any amount of money you desire...and live a life most people only dream of.

Try it! I think you'll be pleasantly surprised the results you achieve.

Jay Abraham is a legendary business builder and marketing genius. Jay is also one of the worlds foremost experts on Joint Ventures. If you'd like to learn more about Jay Abraham's new EXTREMELY AFFORDABLE six month Joint Venture Mentorship program, go to

## **Are You Realistic or Unrealistic?**

**By Pamela Geiss**

Are You Realistic or Unrealistic? by Pamela Geiss

Are you realistic or unrealistic about advertising on the Internet? When you purchase advertising, are you realistic in your expectations?

I recently wrote an article entitled "The Age of Now". My purpose was to point out that everyone seems to expect everything NOW. This seems to hold true in advertising also.

For example, I specialize in sending targeted traffic to websites. Customers will come in and order 1,000 visitors. If they don't get any sales, their first reaction is, "Well, this doesn't work. I won't do that again." How realistic is this thinking? Not realistic at all! Why? First of all, 1,000 visitors, 5,000 visitors, 10,000 visitors are all "drops in a bucket" when it comes to the millions of people that are currently online. The more visitors you get, the more people you are reaching. When you order 1,000 visitors, you are assuming that those 1,000 people think the way everybody else online thinks. You are assuming that if they aren't interested, neither will the next 1,000 or 5,000 or 10,000 be interested. That's the same principle as putting one ad in a newspaper and stopping after that.

What will happen if you give up advertising? Your business will go away! If you advertise in an online ezine and get no responses, do you stop advertising? Do you never again advertise in that ezine? Ezines are adding new subscribers all the time. How do you know that there won't be someone who is interested that you didn't reach the first time? Also, how do you know that maybe you don't need to change your ad?

The main point is, don't give up on your advertising. Advertise anywhere and everywhere you can find. Keep advertising. Try your sources more than once. The more you get your offer out, the better your business will do. It's all about numbers. Advertising is all about numbers. Success is all about numbers. If you believe in your business, do EVERYTHING you can to get the word out!

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Pamela Geiss owns the successful LotsaPerks advertising agency. She also publishes the LotsaPerks Newsletter. Visit her site today at <http://www.lotsaperks.com/visitors.htm>

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