

The Ultimate
**FREEDOM
BUSINESS**



www.UltimateFreedomBiz.com

What Exactly is a Freedom Business?

It's a business that gives you maximum freedom in your own life. And why is freedom important to us? Because the word itself conjures up images of happiness, laughter, adventure, possibilities, achievements and a sense of excitement. At it's most basic understanding, freedom means **life** - a life worth living.

But many people's dreams of freedom and happiness are thwarted by one hard reality - the **money** necessary to achieve it. In fact, if one could point to the main culprit when it comes to failed dreams, it would surely be lack of money.

That is why the notion of freedom is so often tied in with the idea of money - the means by which we can achieve the freedom and happiness we seek. So a "freedom" business is one which not only creates a sense of purpose in your life, and gives you satisfaction - but is also one which enables you to live a **freer** life, and has the potential to provide all the money you need to achieve your personal goals and dreams.

I created my very first "freedom" business back in 1998 - a fully portable business I could manage online from anywhere in the world - a business designed to maximise my personal freedom. But it was more than that. It was also my passion. That event revolutionised my life, and I been living the life of my dreams ever since.

The **key** feature of a true freedom business is that it should not be dependent on you being in a **fixed** location. In other words, it needs to be fully **portable** - able to go wherever you want to go.

But there is much **more** to it than that. Portability is critical, but to be the "ultimate" freedom business, you also want some essential added ingredients - like no registration or franchise fees, reasonable working capital requirements, minimal running costs, hands-off operation, quick learning curve, no special skills required - and unlimited income potential. More importantly, you also want a business that excites and motivates you - and which gives you enough **time** freedom to enjoy the money you are earning. So is such a business possible?

When I created my first online business in 1998, it was in a very targeted niche market, which was ideal for me, but not **replicable** by others to any degree. However, it has served me well, and has opened up opportunities which I never imagined were possible, and allowed me to enjoy a life of freedom and independence previously unimaginable.

However, when anyone has asked me how they could do the same, I've been unable to give a good answer, other than to suggest they find a profitable niche market of their own and create an online business from scratch - like me. And I've even gone so far as to offer my own experience and advice to anyone who wants to follow this path.

But the truth is, only a very small percentage of people have the essential skills, motivation and persistence to create and build a new business on their own.

This led to my searching for a business **type** and **model** which was portable, scalable and **replicable** by anyone with the desire to achieve their freedom dreams. And over the last several years I have tried a number of such business opportunities, in the hope of finding one which I could succeed at and recommend to others as a practical route to freedom.

The first business model I looked at was **network marketing**. And one of my first attempts at it, back in 2003, was with a well-known company selling health products. Health is a subject I'm keenly interested in and believe in. I was convinced the products were excellent so decided to start this business for myself - to see if it met the criteria I was looking for. Well, truth be told, after one year of serious effort I was unable to show any significant success. In fact I had earned less than \$1,000 in commissions, while expending a lot more in both dollars and effort. So I walked away disappointed.

A couple of years later I came across a different type of network marketing business, offering online web services, and I decided to give it a go. At first I was quite hopeful, as I personally referred over 150 people into this business. And I assumed that even if others achieved a lot less than what I did, it could still lead to some replicable level of success.

But it was not to be. I hit a brick wall - as a result of the **fatal flaw** in the typical network marketing business model. Yes, the idea of residual income is compelling, and in theory it captures the imagination. But when you get down to the nitty gritty, only a very **few** people have what it takes to refer dozens of people and build a large downline organisation.

The truth is, most people make peanuts in network marketing. The business model is flawed in my opinion because it is **affiliate** and **opportunity** focused, instead of being **product** and **customer** focused. Most people who get involved are looking at it for the opportunity only, not as a product-driven business they can be passionate about. And when they don't see enough money coming in they jump ship and quit.

There are a lot of reasons why traditional network marketing doesn't work for ordinary people. But chief among them is the faulty premise that you can build a business without real **customers**, or that you can make real money when your commissions are only 7%-10% or so of the sale price. And unless you have the extraordinary skill of being able to recruit and motivate a large number of people, then even starting such a business is a waste of time - as tens of thousands of people have found out for themselves.

That realisation got me thinking about the **affiliate marketing** model. On the face of it this is much more promising. Why? Because if you choose your product and company carefully you can certainly make money, without being concerned about the backend - things like product development, branding, fulfillment etc.

What makes it different from network marketing is the fact it is product-focused and you make a much better commission on your **personal** sales, without having to worry about building a downline.

Most affiliate opportunities pay between 20% and 50% commission on direct sales - depending on the type of product. This is a good rate of earnings on your own personal effort. But unless you can earn commissions on **future** sales to the same customers, your reward for effort is short-lived and the ability to achieve a **residual** income is gone.

So my next area of experimentation was to get involved in a few affiliate opportunities, to see whether such a business model was scalable, replicable and profitable. And I discovered that good money can be made from affiliate marketing - if you know how to **market!** And this is the key. For just as creating your own online business requires a working knowledge of how to market your business, so affiliate marketing requires the same skills.

Sure, with affiliate marketing you don't have to create your own product or marketing materials. But you **do** have to drive traffic to your affiliate website in order to get customers and sales! And this is where the problem starts for most people.

In my own experience, with various affiliate opportunities, I have been able to make reasonable money for the effort I put in, sometimes as much as \$1,000 a month - which is certainly worthwhile. But I have a head start. I already have an online business and my own **mailing list**. So it is not difficult for me to make money by doing a mail-out using my existing marketing resources. Not so for those without such resources!

So I was back to square one - not having a proven portable, scalable and **replicable** business model to recommend to others. I gave up on the idea, and stuck to my conviction that creating one's **own** online business was the best way to achieve the level of freedom required. And this is still very good advice for anyone who aspires to that goal.

But what about everyone else - those who have the motivation and desire, but lack the prerequisite skills to start such a business from scratch? If your *typical* network and affiliate marketing opportunities are not all they are cracked up to be, what is the **alternative** - and more importantly, **is** there any possible alternative?

Until recently my answer would have been *"No, not that I'm aware of"*.

But that was until someone introduced me to a **unique** business model I had never seen before - and one I never imagined was even possible. It's a business model so innovative and successful in practice that I almost thought it was *"too good to be true"* - until I took a much closer look at it. And that's when I got really interested - and excited.

Why? Because this business model solves **all** the problems I have identified - including how to earn good commissions on direct sales, how to acquire and hold customers, how to create a growing residual income, and how to achieve the goal of a fully portable business. And it fulfills my criteria of being a business in a niche that is important to me - **health**.

Why health? Well, I take the view that good health is a prerequisite for anything we want to achieve in life. Without good health, we have nothing to work with. Health is something we take for granted, but cannot do without. And it's a huge global market.

I call this newly-discovered business model the **affiliate partnership** - because in this business you are **more** than an affiliate and can actually **partner** with the company in a very innovative and profitable way - a way that is guaranteed to build a business over time.

But before going into what this business is and how it works, I want to recap on the ideal features and requirements of a successful portable business - the sort of business any motivated individual could manage, and that would lead to the desired goal - the ultimate freedom business.

You'd want to ...

- Get started with no registration or franchise fees
- Begin with realistic working capital requirements
- Have low monthly overheads
- Work online from anywhere
- Offer worthwhile in-demand products
- Have back-end support and product fulfillment done for you
- Work with a well-established and reputable company
- Have all the marketing resources provided
- Have an effective system for acquiring new customers
- Achieve ongoing repeat business
- Have a fully international presence
- Set your own income goals
- Build a business you can get excited about and believe in
- Create the time freedom to truly enjoy life

In other words, you'd want a solution to all the typical business-building challenges - so that your personal effort and motivation is **all** you need to become successful and build your freedom business.

Well, that's what this **affiliate partnership** business can do for you - so read on to discover exactly how it works, what it is, and how you can become part of something that will enable you to realise your own freedom dreams.

A Revolutionary Business Model

As someone with extensive experience in online marketing, via my own business, I know exactly what the number one requirement for online business success is - **customers!**

It doesn't matter how flash your website is, how great your products or services are, how wonderful your company is. Nothing matters *more* to your bottom line than customers. Without customers you have no business. So the acquisition of customers, for any business, is the number one priority and challenge.

Every networking and affiliate marketing business I've ever looked at, or tried, provides most everything you need - **except** a foolproof way to get customers. And this is why most people fail at online business - precisely because they have no idea **how** to attract such customers.

However, if you have a **system** in place to gain customers - **repeat** customers - and provided you have a great range of products and a reputable company to handle all the back-end, then you have overcome the number one hurdle to building a successful online business.

And that's what this company does. You can **partner** with them, in their various media marketing strategies, and **buy** existing customers - or more accurately, buy the lifetime commission rights on all their future purchases.

In other words, you can build your business by participating in the company's professional media advertising, and purchasing the resultant customers. Think of it as **co-operative** advertising, where affiliates provide the money to fund the media advertising. But just to be clear, what you purchase are not **leads** - but actual **customers**, people who have bought products via the media advertising. Your role, as an affiliate, is to then follow-up with such customers and provide the personal touch that can make all the difference.

Just stop and think about that for a moment. Customers are the lifeblood of any business, and **repeat** customers are the lifeblood of any **residual** income opportunity. So if you can acquire customers - not only through your own personal efforts, but by purchasing lifetime customer commission rights from the company itself - then you have a **formula** for ongoing business success.

The number two requirement is to be working in a market niche that excites and motivates you with a product line that creates customer enthusiasm - and **loyalty**. And in this case the company is involved in the **health** industry, offering unique products that produce results. In fact, the company's products are so effective that satisfied customers really do become "customers for life".

The number three requirement is a realistic commission on all sales to your personal customers - not just on their initial purchases, but on all their **future** purchases also. This is where *traditional* network marketing falls down big time. Sure, it may pay a reasonable percentage commission on the **first** sale, like a “fast start bonus”, but commission on future sales is usually in the 5%-10% range.

On the other hand, this company pays you **30%** commission on all your personal customers' sales for the first 60 days of their purchase activity, then pays you **21%** commission on all their **future** purchases. Even better, if you're serious about building a full time business and start at the recommended “Director” level, you earn **60%** commission on all your personal customers' purchases for the first 60 days - and **21%** thereafter. Now that's really something!

The three big essentials again are: an effective customer acquisition strategy, effective repeat-buy products, and realistic commissions on both first time and all future purchases. That's the “formula for success” which is missing in all other networking and affiliate marketing business opportunities. But it gets better ...

This company has been in business for over 12 years in North America and is now open in Australia, New Zealand, Singapore, Malaysia, Thailand, Taiwan, Hong Kong, Belgium, France, Germany, the Netherlands and the UK. And they have a plan to be in 100 countries in less than 10 years. In other words, the company is poised for a **global** expansion - which means that **now** is the perfect time to become part of it. And if you're not currently in the “open” countries, not a problem, as there is a company-approved way you can join as an “international” affiliate via the US office.

But the company does far more than just provide solutions to the “big three” requirements of any successful business - and as an affiliate you also receive the following:

- Your own online back office and full-featured replicated website - at no cost
- A Visa debit card on to which all your commissions are paid - at no cost
- A monthly magazine and catalogue mailed out to all your customers - at no cost

After many years of looking for the *ultimate* freedom business - one that I can personally recommend to anyone with the desire for more personal and financial freedom - I have finally found the *right* company, the *right* niche, the *right* product line, the *right* commission structure, and the *right* business model.

Such a business is ideal for anyone with a keen interest in **health**, who is seeking more personal and financial freedom, and most importantly of all – who is seeking a truly global opportunity that will not only provide a substantial residual income into the future, but which will also become a financial legacy you can pass on to your loved ones. In fact, this business has all the essential ingredients you need to enable you to realise your dreams.

You can ...

- Run the business from any country
- Acquire customers from any country the company operates in
- Access your commissions via an internationally accepted Visa debit card
- Build the business as far as your eye can see
- Create a true legacy income - something to pass on to your heirs
- Secure your own financial future
- Set your own income goals
- Achieve all your freedom dreams

Now I'm sure you know there's "*no such thing as a free lunch*", that any business requires commitment, working capital, and the persistence and vision to see it through. And if you've ever been in business for yourself you will know what I mean.

To give you an example ... back in 1986 I started an introduction service, based on a monthly magazine (before the internet age). For the first two years I did not make a penny in profit - only enough to cover my business expenses. But at the beginning of the third year, my business took off and ended up exceeding my wildest expectations.

The lesson to be learned here is that in any business there is a growth and development stage, and that you need to stay the course during this phase. Why? Because this is when you build the foundation of your future success.

But when I compare that business model with the one I'm outlining in this report, it makes me laugh. Why? Because what I did back then involved serious monthly expenditure. My advertising costs alone were in the order of \$15,000 a month, and postage for the monthly magazine was more than \$12,000. And that's not counting the cost of capital equipment and the wages I paid my three staff. So even though I was working from a home-based office (hence no rent overhead), my monthly outgoings were considerable.

Not only that, but my ongoing capital expenses were significant too. I installed one of the first computer-based voicemail systems in the country - which plugged 10 telephone lines into an automated message response system. This computer set up alone cost me \$45,000. Of course, nowadays such a system would likely be only 10% of that - but back then it was cutting edge stuff. Compared to all that, an internet business is a breeze.

On the other hand, with the business I'm taking about, there are no stock-holding costs, no franchise fees, no staff costs, no advertising costs, and no registration or online administration payments. However, you do need around **\$13,000** in working capital to get started, as this money will be used to purchase your initial group of customers.

Your ongoing monthly expenses are laughably small. There are no costs involved in the use or maintenance of your back office or comprehensive replicated website. There are no costs involved in providing the monthly magazine and catalogue to your personal customers. In fact, your only monthly fixed cost is a minimum **\$100** purchase of your personal choice of the company's products.

If you compare this with any other serious business proposition, and weigh up all the factors I've discussed, you will find there is no comparison. And given the success formula that is in place, you will not find a more lucrative and rewarding business opportunity anywhere.

So, if what you have read so far has piqued your interest and you want to know **more** - and you have the **\$13,000** in funds available for working capital - then I invite you to click on the link below and request **Part 2** of this report.

I will then provide you with **all** the information and details you need to properly evaluate the company, the business model, the products, the compensation plan - and of course how to get started. More importantly, I will show you exactly how to build this business yourself, and give you some concrete examples of what is possible. And even if you've got only **one** entrepreneurial bone in your body, I'm sure you'll get as excited as I was when I first heard about it.

To get the **second** part of my report, and discover how close you are to realising your own freedom dreams, just click the link below.

[**CLICK HERE TO GET PART 2**](#)

Yours in freedom

David MacGregor