

LEARN TO LIVE THE INTERNET LIFESTYLE USING THE SYNERGY METHODS

Synergy: The Ultimate Blend
Increase Sales and Leave your Job



MAGIC BRAD

“WHY I left my Previous Career and, HOW I built My Online Income”

SYNERGY: The Ultimate Blend

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A BONUS and No Extra Charges.

(For real?)

DEADLINE.

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THE STORY

My Personal Story

I've been self-employed most of my life.

When I was very young (about 4 or 5 years old) I found an interest in MAGIC. I learned fast and started practicing as a hobby and performing for family and friends. Then at around age ten, I produced my first event. It was a Magic Show for the neighborhood. I charged 25 cents, and also sold cookies and kool-aid for concessions.

I also recall, producing a carnival. The Muscular Dystrophy Association (MDA) offered a "KIT" showing step by step details on how to put together a fundraiser carnival. My MD Carnival had games, prizes, food and live entertainment. I even had train rides. (The train was our riding lawnmower and a series of wagons tied together with rope.)

In grade school, I made "fuzzy finger rings" and sold them to my classmates. I used my dad's pipe cutter in the garage, and cut off little 1/8 and 1/4 inch sections of pipe, and wrapped the rings of pipe with different colors of fuzzy yarn that I got from my mom.

In the summer months I'd turn my garage into a Movie Theater and then around Halloween time I turned it into a Haunted House. I've made and sold sterling silver, Zodiac Pendants by Mail Order and I've built magic props and illusions.

Most recently, I was co-owner of an Exposition Management business. We produced over 11 Expos a year in the areas Health and Wellness, Home Improvement, Marketing and Event Planning.

As you can imagine, this business producing these Expos was a very stressful lifestyle. I was working from 6am to 6pm, Monday through Friday and then on long weekends too. Not eating well, not exercising and stressed, which resulted in a T.I.A. (Transient Ischemic Attack) or Mini-Stroke. This was a warning.

The next morning I walked into my office and informed my business partner that I was going to resign. He asked why...and I said... "I'm not going to die in the office, tethered

to an office chair and imprisoned in a cubicle.” I decided then to design my life around passive, recurring and scalable income via the internet.

So, I’ve been an entrepreneur most of my life and now I have online income.

My Online Income

(A Blend of Synergy)

My Online Income was designed by researching and selecting the prime elements of different business models, and blending them into “Synchronized-Energy” (Synergy).

As mentioned, I’ve been self-employed most of my life. I’ve not had many traditional “career” type jobs. And honestly, I don’t think I ever really wanted one. I prefer not to be tethered to an office chair or imprisoned in a cubicle or being a slave to the clock.

I want lifestyle freedom. Time Freedom, Financial Freedom and Location Freedom.

However, I also want income.

I’ve always wanted a lifestyle with ongoing, recurring income that exceeded my ongoing recurring expenses (bills). I also want ongoing recurring income that scales, compounds and grows exponentially and ascends higher and higher.

My current online activities are a blend of various marketing models (see below) that compliment each other and work in SYNERGY.

EARNING MONEY

The “Nature” of Earning Money

(Plant the Seed, Nurture the Plant, Harvest the Fruit)

In my opinion, most marketers make this much too complicated. We get caught in the web of “shiny objects” with new ideas, secrets, techniques, strategies and the plethora of products and services that claim to make it easy. They don’t. They actually make it all too complicated.

THE K.I.S.S. CONCEPT.

“Keep It Super Simple”

1. Plant the Seed (Lead Generation)
2. Nurture the Plant (Customer Relations)
3. Harvest the Fruit (Sales)

That is the “simple” essence of making money. Find an interested prospective customer for a product, then build a relationship with them, and exchange a product for money. Simple.

Discover Your Niche and Target Market

(Quality, not Quantity)

Most new marketers make a mistake of trying to reach too broad of a market, and their time, money and energy gets diffused. You need to discover and define a specific niche of people and learn about their pains and struggles, their dreams and desires, goals and objectives. Some say it's a numbers game. However I believe it's more about quality than quantity. It's hard to sell hamburgers and hotdogs to vegans and vegetarians, because they are not “qualified” to make the purchase.

Just because we all have skin, does not mean we all need or want skin-cream.

You need to qualify your market. Do they have a dollar-per-hour mentality? Are they used to getting paid an hourly minimum wage or are they accustomed to a fixed salary or a commission per sale? Are they willing to take risks? Do they have vision or do they have a myopic point of view? Are they aggressive and competitive? Or are they benevolent and philanthropic? Are they extroverted or introverted?

When you know these things, you can speak their language.

Here are some examples of target markets:

REALTORS

They understand working many hours for no pay until the big sale comes in. Do they want to get out of the real estate business because of the competitive oversaturated and over-regulated market? Maybe they are just tired of it because they have been at it for so long and they want a change.

TIMESHARE SALES

Their industry has a black-eye and maybe they are tired of being judged and stereotyped as a sleazy salesperson. Maybe they are not making the sales like they used to and it's time for a change.

COMMERCIAL PILOTS

Are pilots getting paid as well as they are used to? Do they still like living out of a suitcase, and sleeping in hotel rooms? Do they still have that passion for flying that they had? Are they over-the-hill?

RETIRED MARKETING EXECUTIVES

They may not need to work any longer, but they want to keep busy and they love marketing. Or maybe their retirement funds are declining from fee based investments and inflation is increasing and the gap is squeezing their retirement money away. Do they want a Home Business for tax purposes or extra fun money?

These are just a few of the things you will need to consider when writing copy, or designing ads, or writing blog posts, selecting keywords or joining social media groups.

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Multi Level Marketing or MLM Model

(Also called Network Marketing)

The MLM (Multi Level Marketing) model, also known as Network Marketing is what most people know of as a “pyramid” scam/scheme. Most people are ignorant as to how the MLM Model actually works. This alone makes the MLM Model a huge challenge for those that choose this model. (Personally, I no longer like this model.)

Multi-Level simply means that the representatives of the team go down many multiple levels and many others are helping to market a product or service. These people are financially connected and rewarded for helping build the network from the bottom up.

I have always been fascinated by the concept of earning money from the efforts of other people. (For me, recruiting, managing and retaining a team is not my thing.)

Would you rather get the results from 100% of your own efforts or a smaller percentage of the results from 100s (maybe 1,000s) of other people's efforts? The answer for me is I will accept a smaller percentage and have an army of people working all times of the day, from places all over the world working toward our common goals. (I like this idea.)

One of the many flaws with the MLM Network Marketing Model is the Compensation Plans. First off, they are usually small commission amounts, and the Comp Plans always seem very complex, with varying percentages, pass-up bonuses, performance bonuses, quick-start bonuses and qualifying, that my brain starts to melt just thinking about it. There are only a few basic formats, but even the simplest of them gets complicated and hard to follow, even for the seasoned MLM professional.

Another issue with the Networking Marketing MLM Model is it is dependent on maintaining a very large team of people that can easily vanish when a downline leader decides to pull away from the company and joins another company (taking their downline with them). This makes MLM volatile and unpredictable.

Another issue is, usually you are not building “your” business. You’re building theirs.

Affiliate Marketing Model (1 Tier and 2 Tier)

(You are an Independent Contractor)

Affiliate Marketing is where an Affiliate (you) finds and refers customers to a vendor, and the vendor pays a percentage commission of the sale to the affiliate. This can be a simple 1-Tier model, or can get into the 2nd level tier. (Like a Broker and Agent.).

The 1-Tier Model is simple. You and you alone have an affiliate link to a product or service and if/when a sale occurs as a result from your affiliate link, you get paid.

The 2-Tier Model is where you (broker) get a percentage of the sales from the marketers (agents) you recruit also. The 2-Tier Model gives an incentive to the sponsoring affiliate to help their sponsored affiliates succeed.

Some advantages of the Affiliate Model are, you don't have to create your own products. Also, the merchant handles payment details, delivery, customer support etc.

There is usually no start up cost. You will need marketing savvy and know how to persuade actions. You might choose to pay to advertise and be willing to spend time, money and energy to drive traffic to the offers. However, other affiliates promoting the same offer and the same keywords will drive advertising costs higher.

With this model the customer does not belong to you. You just acquire customers for the vendor. (Unless you use a Bridge Page.) Customer Acquisition is the expensive part. Usually you only get paid once. (look for recurring offers, like subscriptions). Also the vendor could pull the offer at any time, or the vendor may lower the payout, so you constantly need to look for new offers. The big giants like Google and Facebook can disapprove or block your affiliate links, and if/when something like that goes bad, your entire income will be cut off. (Prepare for it. Build Multiple Streams of Income.)

Putting all your eggs into just one product basket is risky. Create multiple streams.

Ascension Model

(Up Sells, will Up Profits)

The Ascension Model simply means that a customer buys more and more products that ascend to higher and higher price points. They do this because they like the products and they have grown to know, like and trust the brand and the company.

The best example of this is McDonalds. (You want fries with that?) Also Apple is a good example. Their customers are very loyal and are very open and willing to look at almost any new product, and probably buy it too.

This model is powerful and requires patience. It might feel like the money comes too slow but you need to understand that the sales are also gradually increasing in amount. After the customer makes their initial purchase, that customer progresses along the product pipeline, and makes more purchases and larger purchases as they go along.

A “Mall of America” analogy, would be, you only need to direct a prospect through the door of the mall. Once the prospect makes a purchase and becomes a customer, they are “tagged” to your account, you get paid each and every time they make a purchase of anything at anytime, for the life of the customer.

I’ve promoted products with prices as high as \$10,000+ and they started with a low \$7 or a \$49.97 product purchase that “ascended” to the High Ticket Sale.

This is why patience is important. (Ask a farmer.)

Seed (leads) take time to germinate, grow plants (prospects) and harvest (sales).

Be Your Own Brand

(YOU are Your Company)

Here is a big mistake that is made by most “newbee” Online Marketers.

They will buy into a company as a “Representative” or “Distributor” rather than starting their own actual business. They will say “My Company has this... or My Company does

that”. However, in reality, it is not actually “their” company. They are a “representative” of that company, but it is not actually “their” company. And if that company ever changes or goes out of business, they have no control and have nothing left to show for it. No legacy.

You should be building “your own” business, YOUR OWN BRAND and identity, so that no matter what company or program or system you are marketing and promoting, you still have Your Brand and Your Own Identity that your loyal prospects, customers and clients will follow YOU.

You should also be capturing YOUR OWN LEADS, prospects and customers but that’s another topic of conversation.

You will want to know how to build a Unique Online Brand. Choose something easily memorable and unique. Your name is something you own, but it might be common like John Smith, or it might be too complicated and hard to spell like Alessandra Kowalewski, so you might consider a “nickname” as a brand name.

I use “MagicBrad” and continually try to capture as many pieces of “internet real estate” as I can. I have also owned many domain names. MagicBrad.com, FollowMagicBrad, ContactMagicBrad, AskMagicBrad, MagicBradTravel, MagicBradRealEstate, ThriveWithMagicBrad etc.

Traffic, Leads and Sales

(Fast and Expensive VS Slow and Free)

PAID traffic can be a very fast way to wealth, but it literally comes with a price. The way that most internet advertising works is a bidding process, where you are bidding for access to the best audience, searching keywords or phrases. This means the highest bidder gets the views. You are going to need to bid against the giants. Good luck with that.

FACEBOOK advertising has (had) some very powerful demographics for targeting, however, the system is also very complex. It is almost a full-time job understanding the procedure, and the remarketing pixels, and the constant changes. I’m not suggesting

you discount this option of paid advertising, I'm only suggesting that you be aware of the education and understanding that will be required to make it work for you.

SOLO-ADS are another paid advertising option. However, BEWARE of the many, many scammers out there on the internet selling "clicks". The mass majority of these clicks are robot traffic, and guess what?... Robots don't have credit cards. You certainly will get the "clicks" that you pay for. You might even get a few opt-ins. You may even make a sale or two, but more likely you will be conned out of your money by these scammers and be added to their personal list and start getting other spammy offers.

I apologize for my negativity of the Solo Ad Industry, but I've had very minimal results from them. After all, think about it. If these "leads" are actually capable of "buying" wouldn't you think these SoloAd Sellers would have already fished that pond dry?

ORGANIC traffic comes from being active on Social Media and creating a lot of targeted quality content on the internet. I believe that a blog is one of the best types of websites to have for building an Online Business and here is why. First off, a blog/website is a platform that you're in control of, and you own it. (a shutdown of your Social Media Accounts could happen at any time) Also a blog is dynamic and always changing with every post you make to your blog, and the internet search engine spiders love that activity. They crawl through the World Wide Web and seek out what's fresh, new and trending. With each blog post, you can use specific keywords to target the specific niche areas of interest that you want to attract. And each and every blog post is a little billboard or AD that is floating out there on the Internet working for you 24/7/365.

However, blogging is very time intensive and requires consistency and patience. You need to be disciplined and creative with your blog posts. A small **collaborative** of bloggers with similar (not duplicate) content can help with blog rankings.

A HYBRID BLEND

(Paid, Organic and Collaborative)

Humans tend to have an either/or thinking style. Should I do this or should I do that? Well, it is my belief, that more times than not, the answer is BOTH.

"A Rising Tide, Lifts all Boats"

SOFTWARE TOOLS and RESOURCES

Here is a list of the software tools that I use in my online activities.

[Aweber](#) (emailer, auto-responder, sign-up forms, landing pages etc.)

[BlueHost](#) (Website Hosting)

[Wealthy Affiliate](#) (Marketing Training, WordPress Hosting, Community)

[MailBox Power](#) (Direct Mail Postcards, Greeting Cards and Personalized Gifts)

My Wealthy Affiliate Tribe - [SEE MORE](#)

My Wealthy Affiliate TEAM - [SEE MORE](#)

THE OFFERS (**Act Now!**)

Catch the offer, before it... DISAPPEARS!

My offer is to be my friend! I'm not referring to the shallow and surfacy Social Media friend. I'm talking about a real friend and collaborator to co-create.

Let's Connect! - MagicBrad.com

Show your support with a donation - [CLICK HERE](#)

MY SYNERGY G.O.S.P.A. BONUS

If you appreciate the value in this document and sincerely want to build an Internet Lifestyle then HERE is what my OFFER includes:

BONUS – You will get a complimentary **Synergy Strategy Session** with ME (MagicBrad) to help you effectively navigate the internet and intentionally synergize and network on Social Media Platforms (Priceless)

(**G.O.S.P.A.** is an acronym for Goal, Objective, Strategy, Plan and Action)

ALL THIS... when you apply!

A BONUS and No Extra Charges?

(All this... For real? Why?)

Certainly, this is a lot of added value.

I have my reasons and here they are:

Reason #1 – Giving extra value is smart marketing.

It's been proven that including bonuses increases conversions and gets more sales.

So, I'm just being straightforward and honest with you. When I give you more value than you expect, the money you spend will feel like a very good investment. (Which it is) And your logical mind will compare the value and the price.

Reason #2 - When you succeed, I succeed.

And when I succeed you succeed. This is the power of "synergy" and collaboration. It's also called leverage, but that word is too "mechanical" for me, when I'm attempting to explain a powerful metaphysical process.

DEADLINE

Guess what. There is no "deadline". I've never believed in the "scare-city tactics" of threatening deadlines. Although the "fear of loss" technique does work, I feel it's as simple as this. The sooner you **start learning**, the sooner you **start earning**. You decide. Look at your bank account. Do you have more debts than credits and are happy with the balance? That is YOUR CLUE to get started now.

If you decide to join me then congratulations and welcome. Send me your confirmation and let's connect soon for your Synergy Strategy Session.

HERE'S HOW...

Contact me and use our secret code word "synergy" and this lets me know you are interested in being part of our community.

Event-Fully Yours,

BRAD “MagicBrad” GUDIM



JOIN TODAY!

<https://SimpleSynergySystem.com>

<https://SynergyAffiliateProgram.com>

<https://SynergyCollaborative.com>

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