



**The FOUR Weeks
To FREEDOM
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This report was diligently researched and compiled with the intent to provide information for persons wishing to learn about building an internet business. Throughout the making of this consumer report, every effort has been made to ensure the highest amount of accuracy and effectiveness for the techniques suggested by the author. The report may contain contextual as well as typographical mistakes.

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The Four Weeks To Freedom



Thank you for downloading this audio transcript!

My name is Zamri Nanyan and that's me on the left!

I would highly recommend you to download the original audio recording of this transcript while reading this text. If you have not downloaded the audio mp3 yet, please visit

www.TheFourWeeksToFreedom.com to do so.

What you're about to read is actually a real mentoring session between me and my mentor, Mr. C.

Mr C is a world-class speaker, an author and an internet millionaire. You might or might not know him before but he has been generating millions from the internet, when most people in Malaysia were still finding a way to make a few dollars from autosurf and other unscrupulous, shady programs.

He is none other than Patric Chan, a humble person who lives about 15 minutes away from where I live.

Bear in mind that the transcript you're about to read was originally not meant to be released to the public. I had paid thousands to be mentored by Patric, and you know what? When did you ever hear Patric mentoring a student one-on-one? Probably NEVER, right? That is why I don't want you to take this audio transcript lightly.

DO NOT take it lightly... I stress again.

An opportunity like this does not come so often. I actually had to persuade Patric to allow me to make it available to you so that my investments with him can help me, you and more people. Read to it once, twice and a few more times. Then, read again.

And DO take note and apply!

Now, enjoy the wisdom and experience that Patric shared with me starting on the next page.

Sincerely,



Zamri : Hi Patric! How are you doing?

Patric : Hey, Zamri. I'm doing good here. How are you?

Zamri : I'm fine. Thank you very much for spending your precious time talking to me tonight. I really appreciate it.

Patric : You're most welcome, Zamri. Did you have your dinner yet?

Zamri : Yes, actually I had. How about you?

Patric : I just have my dinner like, I think, half an hour ago or something like that. It's cool. It's still early.

Zamri : Alright.

Patric : Do you hear me clearly across the phone right now?

Zamri : Yes, I can hear you loud and clear.

Patric : Great! Great! Awesome...

Zamri : Ok. Let's just start the topic that you want to discuss tonight. You see, Patric. The reason why I consult you is that I want to quit my job and build an internet business. But, I have this type of, you know, uncertainty on how should I go about this. Can you give any tips that I should consider before quitting my job and build an internet business?

Patric : Well. Zamri. Here's the thing. The first thing is that, the first question that I would ask you is why you want to quit your job? Now, the point is this, I've been doing internet marketing for several years, teaching thousands of people around the world and spoke in different countries and so on. But, you, at your position right now, you are making money online, you have a job and so on. And, I'm not saying that you should not quit your job or I'm not saying that you must remain your job. But, the thing is that quitting your job is a big decision. And the point of me asking you why you want to quit your job is simple. You see, most people wanted to quit their job but they don't have enough strong reason for them to do it. I mean it's like we see people, you know, people everywhere, they will say like, you know, I want to quit my job, I don't want to work anymore and all those kind of things and I'm not saying that you are acting that way, I'm not saying that. But, my point is that there are a lot of people who doesn't have strong reason enough for them to quit their job. And when that happens... that's when they quit their job, they will regret and then, the whole big problem starts to arise.

Now, the second issue is this, is that if you don't have a good solid reason why you want to quit your job. Now, after you quit your job to survive after that, now, that is another whole different story. So, there are two things. The first thing is that, you know, you're not too sure whether you want to quit your job or not. The second thing is that you're not too sure whether quitting you job will be a good decision. So, let me just share with you my own story a little bit so that we can relate to it.

Zamri : OK.

Patric : I mean. Yes. When I was young, I quitted my job, you know, being young and energetic. You know the basic story. And I set up my business and I set up my own company and all this kind of stuff. And what happen is that I actually lost money. I mean I was broke. I set up my company. It didn't work well. So, now I have nothing. And that happen because I thought that, "Hey, I just want to quit my job. I want to do something on my own!". But, you know. I don't have a clear idea; I don't know why I want to do that and so on. But, the good thing is that I've found, internet marketing and it actually saved me from there, I mean because of internet marketing, building online business and so on, I have my fair share of success and failures of course, along the way and put me in my comfortable zone right now. So, going back to you, after you understand where I'm coming from, I mean, why would you want to quit your job?

Zamri : Ok. That's a very interesting question. Well, to tell you the truth, actually I'm sick and tired of the limited growth that we have in the company that I'm working on right now. I mean the salary is fine but the worst of all is that I don't have any personal freedom. You see, I recently, for example, my dad was admitted into the hospital for several times. And, during this time, I had to apply leaves just to see my father. You see, I have to ask permission from other people to go see my love one. I mean my dad, he's waiting for me. I mean, I'm the oldest in the family, among the siblings, I'm the oldest. So, I put myself, I mean I take a full responsibility of what's happening in my family. And, I think this is not good. You know but on top of that I've already been making money online comfortably. But, I think it's about time for me to take to the next level. Besides, even if I did change my mind right now, you know, to quit my job, at least, now I'll be making much more money from the internet. I mean of course after consulting with you.

Patric : Alright.

Zamri : So, there are a few reasons for me. Those are big reasons why I should quit my job and build on the internet business the right way.

Patric : Right. Right. I can see why you want to quit your job after you relate to me your story that you actually need to get permission from someone to see your own dad. I mean that's how the norm, the society works, you know, where we go to work, we are tight up with the regulations, we are tight up with the rules and so on. And it's not their fault, you know. They need to systemize their business to make sure that all employees are doing work for them, making them richer and so on. But, the thing is that you know, it's not helping you for your own personal growth. I think that after our consultation session and so on, I strongly believe that you will be able to basically make more money on the internet and perhaps it could even make you more money than your current salary. I mean it's hard for me to give promises. I just want to be upfront with you. Now, because the thing is that there are so many variables involved while we're building an internet business. But, from my past record, I mean I've helped like from individuals to Amazon best seller authors and so on, so, I believe that we could do something in your situation and like you said, taking to the next level. So, the thing is that if you want to quit your job, let me just state, now, if you want to quit your job, the thing is that you have to know how to build an internet business. And note that I did not say how to make money online. And making money online and building internet business is not the same thing. I do not know what you have been doing for the past few years. You might be building internet business or you might be just trying to make money online.

Zamri : Right.

Patric : Now, if you want to quit your job, you got to be building internet business that makes money for you. Not trying to make money because by making money online, you do not have a business. You only have a short term game and that is not going to help you to quit your job. And to relate about building online business is this, is that, if you were to setup a shop or set up a restaurant or whatever business that you do offline, that is the same concept of what you do online. The difference is that you are using the different platform. You see.. the internet platform rather than the conventional methods. But, everything else stays the same. What I'm trying to say is this. If you want to build a business by having employees, by doing this, having office and so on, now, the concept is still the same. But, the different thing is this... instead of your office, you have a website and instead of employees, you have software to do your work and so on. I now you know this because you come from a level of experience. But, I just want to restate this because a lot of people got it confused about internet business. They think that, "Oh ok. I'm going to start an internet business." And the next thing you know is Swisscash. You know what I mean? Right?

Zamri : Yes. I can recall the experience of people losing their money by investing in Swisscash. I know that they were thinking of building an internet business using Swisscash but definitely that's not true. I mean once you lost the money, you know that you lost everything. You have not even built an internet business.

Patric : You never because that's what it's called autosurf or whatever name that they call. That's not building business. That's about making money. Now, rule No. 1. If you want to quit your job and you want to build business, rule No. 1 is this. You have to dismiss all of the opportunities in front of you. I mean if you just go online and type 'internet marketing' or whatever business opportunity and so on, the latest ebook or course about how to make money online will appear in your face. They will.

Zamri : Right.

Patric : Every single day, as a matter of fact, you go online, you subscribe the newsletter and so on, you're going to be bombarded with promotion every single day. So, when you build a business, you will know what you are trying to do and perhaps I will share with you more about building business later on. But, for now I want you to understand that you only focus on things that only complement to building your business. Let say you are trying to sell an ebook on the internet and let say you are trying to sell ebook about, let me just think of one crazy example, let say "Dog Training", the typical example that all internet marketers used. So, let say you are trying to sell a book of "Dog Training". And then, there's a course comes out and tell you, "Hey, you can make money from ebay!". Now, you should dismiss that because it doesn't complement to your ultimate goal. But, if a course comes out and tells you that it's going to teach you how to use Google Adwords to drive traffic. Then, you might want to consider that because that can help you to sell your Dog Training ebook. Now, I mean, you are with me, right?

Zamri : Alright. I totally agree with you because once you build a website, you need to bring traffic to your website and this is what you have to learn next.

Patric : True! And, at the same time, I'm going to tell you something very contradictory. I mean I'm doing this consultation session with you, like just you and me. This is not going to be heard by thousands or hundreds of people. So, I can say straight to you. Now, the thing is this, is that as much as I just told you the rule No. 1 but actually if you want to quit your job as contradicting as it sound is that does this mean that you just focus on building a business. The answer is no. Ok. Ideally is yes but reality is no. So, let me try to explain this. If you want to quit your job at whatever position that you are right now, you need to have short term income streams that would make money for you quickly in a

week, in a month and so on. And these are normally by promoting affiliate programs. Not autosurf, you know.

Zamri : Owh, ok.

Patric : By promoting affiliate programs, there are strategies that I can share with you in the next session and so on, on how to actually promote affiliate program to help you to build your own internet business. But, for now, you got to have short term income streams. And the reason why you need this is very obvious because if you want to quit your job, it means that you're going to cut off you income stream forever. It means that you're not going to get paid anymore. So, this short term income stream will actually help you to buffer yourself. So, when you have a job or employment right now, you should focus 70% on quick income and 30% on building a business to have a solid foundation. Now, the 70% is not for you to make money but to create a buffer for you, so that you have a cushion to fall upon when you quit your job. So, right now let's say you have an hour a day to build internet business. So, you are going to allocate 70% of that to put up a review site, run pay per click or whatever tactics that can help you to generate affiliate sales. And, 30% will be focused on building business. I mean we won't have time to talk about exactly how to build a business like in today.

Zamri : Ok.

Patric : But, building business is about creating your own product, setting up your own websites and so on.

Zamri : These require a lot of time and I mean your effort also, right? So, at this point probably you don't have that.

Patric : Right! That's true. So, you need to think very practical if you want to quit your job. I mean, Zamri, I know you are a very responsible man. I mean you have family, you have kids, you have car, you have house. I mean you can't just like, "Hey, I'm going to quit my job and I want to start building my business right now."

Zamri : That's going to be crazy, right?

Patric : That's going to be like crazy. That's going to be like suicidal, alright? So, you cannot be doing that. Unless, you are like one single guy, still bumping around, like you're staying with your mom or something like that. But, you are not that. I mean you are someone with responsibility and so on. Now, I hope I'm not too fast when I talk to you because I get excited and passionate whenever I talk about internet marketing. So, I could go really fast. So, I will try to slow down.

Zamri : Ok. So far so good.

Patric : So far so good, right? So, when you are doing this, when you spend like 70% and 30% on this, as you go along as you go closer to the date that you quit your job, the 70% will decrease and 30% will increase because of 70% initially will help you to make a lot of money, a lot of income. So, as you go on, right, it actually increases your, so called buffer, so that you have more time to build your own internet business. Now, while you are doing that before you quit your job, in the meantime, you got to be focusing on building relationship because that will be the key to your success. And, many people that I've spoken with in seminars and so on, there are people who say that, "You know, I want to start internet business so that I don't have to see people. You know, I can hide behind the computer." I mean, I would say that it is logic. I mean it's acceptable but that's not going to help you to build a real business. I mean if you want to build real business, you'll meet real people. And, relationship is the key factor. And even though you're not meeting people for the sake of potential customers, I mean these people could be outsource partners, these people could be your vendors, and these people could be your affiliates. You'll never know where it leads to. At this moment of time, relationship is the key. I mean since you are in the office and so on, I mean it's so easy to build relationship right now in the whole internet world with this web 2.0 explosion. For instance, if you are reading, let's say, Patric's blog, ok? And, let's say you read my blog and there are some pieces of content that you really like. I mean you can just put a comment there and that's how you start a relationship with someone. I mean they'll start to see, Oh, ok. So, you read my blog post. You know and you say good thing. So, you know, we are friends now. It could be as simple as copy, not copy but putting you comment, and say like, "Hey, Patric. I like your article. I actually republished your blog post on my blog.", and just put a link to your blog that shows that you actually do that. I don't want to sound too technical or too tactical but my point is that right now you should start to build relationship. So, when you quit your job, ok, you already have all the people around you, ok, that you can do whatever things you're supposed to do.

Zamri : Alright. So, meaning that I have to, I mean I cannot just hide behind a beautiful website, a flashing beautiful website. I still have to go out and meet people and no matter what their background is because we'll never know in the future probably they might be our JV partners or our designers or software programmer, right?

Patric : Yes, they could and even though you don't meet them in person, what I'm trying to say is that you've got to build a relationship. Whether you're building relationship with one fellow in the US or in England, it doesn't matter. You start communicating through email, you add him on your MSN, you chat 5 minutes with him

once a week, whatever means of communication that you can have. But, my point is you build this kind of relationship, you can still hide, so called hide behind the computer, ok. I mean that's just a terminology. But you know, you are still building your relationship through your computer and if you are selling a product in the offline world by using the internet, then of course it is advisable for you to meet people. Because, people, when they find that you are real, it opens up more things with you. I mean like, for instances, if I was hiding behind my computer all this while, I'll never have you as my client. We'll never be doing this at all.

Zamri : Right.

Patric : Because we won't be talking, right?

Zamri : Right. That's true. I still remember, meeting you the first time, I guess it was in Starbucks last time. So that's how I started to know you in person. And I build the trust there until tonight, until I approach you to coach me to achieve my goal which is for now is to quit my job and build an internet business.

Patric : Yes and I will gladly do that for you because I know you as someone that I could trust and you are a very nice fellow. So, this goes a long way about building relationship. Let's say, back in that day that we did not build relationship, you know. I mean this thing will never happen. I will never have you as a client and you will never have me as your mentor to build your internet business and so on. So, you know, it's just lose-lose situation for both of us. I mean as much as I'm doing this for you, I'm doing this for me as well. It is a very much how we build relationship from there and move to the next steps.

Zamri : Yes, right. It's a win-win situation, right?

Patric : Yes, it's a win-win situation and I can't understand why some people find it so hard to communicate. I mean the things is that you just have to be humble and just be who you are regardless of how successful you are, you just have to be humble. There's no point to say that, "Oh, I make a million!" because there's one guy sitting beside you that makes 10 millions. I mean when you sit beside someone, you know, I mean the point is that whatever success that you have is relatively small to someone else.

Zamri : True. Very true.

Patric : Right. So, there you go. That's my advice if you really want to quit your job.

Zamri : Alright. I guess that's a lot of things to consider before quitting my job and build an internet business. But my next question is that... No, before I go to my next question, you see that I've been making some money from the internet part time. And I've seen people doing online business or so called online business full time. And they have been claiming to make tens of thousands of dollars every month. But, since I'm trying to quit my job, I would like to know, is it really true that it's possible to make a lot of money online full time.

Patric : Ok. Alright. The quick answer is yes and let me just take the example, let say, people who made tens of thousands, hundreds of thousands and so on. Now, those people who make that kind of a lot of money, I mean we make that kind of money once in a while. The thing is that, that happens when these people started to build their business years ago. So, let me just put into perspective so that you see the whole advantage.

Zamri : Ok.

Patric : I mean let's say now you quit your job and start building your business. Then, you can make that crazy lump sum of money in years to come. Because all these people who tell you that you know, "I make 5 figures, 6 figures, a million and so on." Now, these are people who are not beginners. They are the people who are already in the market right now. They build relationship, they have a team, they have outsource partners, they have money, they have fund to buy traffic, they have resources and they have all of this cool stuff to do things for them. So, you know that will work. Now, the point I'm trying to say is this, if we don't start building business right now that will never exist. Right? But, at the same time, the answer is no. Wait. Before I go to that point, let me just restate a point. You can make money online full time. That is a definite 'ye'. Anyone who ask me that question, anyone, I will still say the answer is yes. But, if someone says that I want to make like 6 figures or 100,000 dollars in a month. Then I will say that it really depends on the level experience, resources and knowledge that you have. I mean if you don't have any of those, then you cannot. I mean if today Jack Canfield comes and talks to me and says that, "Hey, Patric. This is my book. Would you be able to sell 10,000 copies of it and make a hundred thousands?" And I will say, "Yes, I can!", because I know you already have the credibility, the network and so on. I just need to put it into an offer. You know. Does that make sense?

Zamri : Right. Yes.

Patric : So, it really depends on where you are right now. But, at the same time, the answer is no if you do not have 3 of these key factors of a business. Ok, let me just run

quickly with you three of these. Now, the first one is that if you do not have the factor called business systemization. Business systemization in a simple term is this; it's like let's say whatever you do right now you can earn 100 dollars an hour. I mean I'm just saying that because it's simple math. Now, if you do not have business systemization, 6 months down the road your one hour will still equal to 100 dollars because it cannot be duplicated.

Zamri : Ok.

Patric : Ok. So, you must have business systemization. You must be able to systemize your internet business so that you can duplicate it or expand on it. Otherwise, you have no leverage to build your business. That's the first point. The second point is that you must have predictable income. You cannot go full time and you're not too sure how much you're going to make next month?

Zamri : That's going to be terrible.

Patric : That's going to be very terrible, you know. So, if you want go full time, first you must have business systemization so that you can repeat the process again. Secondly, you must have predictable income. You must know if I made 5 thousands this month, next month how much can I make. And the third one, if you want to go to full time, you must be able to create instant income. Now, instant income could be that you can run an offer. You could buy traffic instantly or you could email to your customers. Whatever it is, but you must have a mechanism where you can create instant income. Now, this is important because there are times that you need money immediately. So, if you have three of these, then you can definitely make full time. Business systemization, predictable income and instant income. Instant income is this, it's like suddenly your wife say, Hey, you know. Next month I want to bring the family to Australia for a vacation or Cyprus, or Italy or whatever the place your wife wants to go and if you cannot create this instant income things then it's just like you're having a job.

Zamri : Right.

Patric : Ok. So, you know. You must be able to create a kind of so called wave. So, did I answer your question whether it is possible for someone to actually make money full time?

Zamri : Yes, you did answer my question. And I think your point no. 2 is somehow similar to having a job. Am I right to say that? Because you should have a predictable income, let's say that this month you receive like 10k. Alright? And next month another 10k is expected from you business.

Patric : Right.

Zamri : And another coming month, you expect to get another 10k.

Patric : Right. Yes, you got to have that you know. If you don't have that it's very hard for you to plan your activities.

Zamri : Right.

Patric : I'm talking about business activities and also your leisure activities.

Zamri : That's true. You see, you cannot always work all the time, right? Ok, yes. I see the point of having the system in the business and also the predictable income and definitely, I do experience the instant income by promoting some products on the internet. Ok, yes. The points that you brought up are very true because probably I've been missing one or two points there but you know, I'll learn from it.

Patric : But, you know if you can figure out how to strengthen three of these, then you will have more confidence to go full time.

Zamri : Right. That's true. So, this one question is one of the questions that I wanted to ask you for so long.

Patric : Ok. Alright.

Zamri : Alright, I've been tracking you for quite some time and I've been looking at your progress, your achievements, your success, and it comes to the point that I want to ask you, what is your secret to make you achieve so much today that others don't achieve half of the success you achieve today.

Patric : Ok. Alright. I mean I take that as a compliment and thank you for that, you know. Yes, I do have my fair share of success and failures along the way and I will say, you know, I'm very thankful of what I've accomplished. Now, at the same time, there are actually many secrets of how I achieve what I've achieved today. Ok, when I say about my achievement, I don't want you to feel that I'm bragging about this and so on, you know, I mean I don't want to sound like "Oh, I've done this great things!", you know, "I've done so many things", and so on. I mean in life you know, you only have one life, you know, I mean there's nothing much to shout about and things like that. We all live in a very simple life in a way or not. But, let me just go direct to your question.

Zamri : Ok.

Patric : Now, let say if I was left with just one secret, like you know, this will be the ultimate secret like how to make so much. Ok?

Zamri : Alright.

Patric : Then, it is the understanding of having a mailing list. And I know you know about this. Ok. You got to have a mailing list or subscribers or databases so on and I start building since day #1 way back in 2003. I mean somehow luckily, fortunately, that time I was aware of this, you know. So, I start building my list from that time and throughout that time back in 2003 when I started building my business and stuff like that and I've taught many local internet marketers along the way and so on, then as it goes on, right, then I started to go into internet marketing niches and so on. But, let me just repeat again and re-stress the point is that if I was to have a secret, it is that I build my mailing list and that's how I do it. But, that's a tactical answer. I mean that is something that, "Oh, yes. I should go and build my list." But, by just doing that, you're not going to achieve very much in life, in years to come or in months to come. Now, to give an abstract answer is that I think I was able to achieve what I achieve today is that because I always think long term.

Zamri : Ok.

Patric : Most people thought that this whole internet marketing game is some sort of quick rich, you know. Then, they go ahead and try. They put up a web page, they put up a blog and then they didn't make it so they just give up. I mean when I first started, I know nothing like really nothing, and I just keep on doing it, doing it until after 8 months, I managed to get a sale. I'm not saying that to impress upon you. But I'm saying that most people will just give up in 3 months. I actually spend my time trying to learn, I mean that's just one form of long term. And then, to elaborate more example of thinking long term is that even if some of them did pursue with their goal and they build their internet business, they mess up everything with poor products. I try to update my product every year for our main product. And the reason is that we want to make sure that we are thinking long term that, our customers, when they buy they have an experience that this is the latest product. They don't feel be cheated. I mean if you have a 2005 product and it's just selling it today, and your customers buy them and they see copyright 2005. How will they feel? They feel that their being ripped off because they're not getting your latest product. And they're people who don't think long term is that even they have good products, they are horrible at customer service. They don't take care of their customer service. They thought that I already earned your money, I got your sales, and so what else, you know. So, all of those things if someone

doesn't really think long term, they will mess up big time whether it's the quality of the product, the customer service and so on.

Zamri : Wow! I guess there's are lot of things to consider like a customer service or recent update of your product, these are something that not many people are doing and I guess that's the reason why most of the people are stuck with whatever they are doing and they do not achieve the level of success that they want.

Patric : Right! And to add on this is this... is that you don't need to do all of these right now. This is just part of business building. Remember earlier I said about you will make quick income cash and so on, so you'll use all of those to generate income for you and you focus on building your business. And this is the coolest part, you do all of these and most of the people don't do, you're going to be on top. So remember you asked me earlier how did I be on top is that I do most of the things that everyone else do not want to do because they think that, wow there's so many things to do. So, they just don't do it.

Zamri : Alright. Ok. You know what Patric, there are so many things I'm learning from you right now.

Patric : Ok.

Zamri : To be honest, it's just like so many things that I'm overwhelmed and sometimes I don't think that I can do this. Do you have any advice on solving this problem?

Patric : Do you mean that you are learning like search engine, adwords, membership, copywriting and all those kind of stuff?

Zamri : Right. Right. I mean I've seen the products that you bring to the market. I've seen some of the promotions that you do and I've seen some of the work that you have done to bring sales to your products. It seems there's a lot of things to do.

Patric : Ok. Alright.

Zamri : A lot of people will be overwhelmed with information and probably they want to do this today, and tomorrow they'll do something else tomorrow. Alright?

Patric : Ok.

Zamri : And the next day, they'll do something else again and in the end, everything crumbled. You don't know what to do. It's information overwhelmed. So, what type of

advice you want to give to me for example? Do I have to focus on anything for now?

Patric : Ok. Here's the thing, Zamri. First of all, I totally agree with you. It gets really overwhelmed. But I want to tell you something that is going to change your paradigm. The way how you think will be very different after our conversation today. Now, first, you are already aware about business building. Ok. And business building cannot be complex if you just follow, step by step. It's gets complex when you don't know where to point the finger to. And here's the thing, building business is a process of several processes or a process of several steps. And my proprietary steps are 8 steps. And this is the one that I taught in my \$4,500 value workshop where people outside of Malaysia, actually flew down here to attend. So, what I want to tell you... I believe it gives a lot of value, I mean, people who attend the workshop are not even Malaysians and they even fly to Malaysia just to attend the program. Let's talk about business here for a while. Imagine that your business is not 8 steps and your business is only 2 steps and 2 steps is this... I find a product that I want to promote and I run an ad. That's 2 steps. I mean you can make money by doing that. Ok. That's 2 steps.

Zamri : Find an affiliate product and put a pay per click campaign?

Patric : Yes. You can do that kind of stuff. I mean these 2 steps are simple. I know Zamri, I know that it's yours and I know that it's profitable and I want to compete with you. All I need to do I what, to buy my way in, to buy your traffic, and you're out of the game.

Zamri : Ok.

Patric : So, that is why a lot of people who do all this like 2 steps things, they are very much underground because it's so easy for you to rip off their whole entire business model and go inside and take all their money away. So, that's a problem when people don't understand about business building. They thought that holy craps, 8 steps! I mean there are so many steps but the thing is this, what I've learnt from these big time marketing gurus, I'm not talking about internet marketing people. I'm talking about offline marketing experts and so on. The more complex is your business, the better it is so that competitors cannot come in. Now, just imagine that you have 8 steps. Now, your competitor has to figure out your 8-steps model in order for him to duplicate your thing. By the time they figure out the 8th one, you are already starting the next business. And if you want to build your business like side way, meaning that remember I said to you before you quit your job, you're just spending 30% of your time to build your business. So, you don't have to worry about quitting your job, and you're making money from quick income streams but you still build your business there.

Zamri : Right.

Patric : So, it's doesn't really get complex. Now, so basically, the more steps you have, the stronger is your fundamental. I mean to give you a simple example, let's say Starbucks and a Coffee Shop. Both of them are in coffee business. But, if I saw a very successful Starbucks, I cannot set up another Starbucks beside it because I wouldn't have their business model, I wouldn't have the fund to do it. But, if I saw a Coffee Shop next door like on the roadside and I see that they are making a lot of money, I can set up another Coffee Shop just beside them and know their recipe and everything else, probably, take over their business because I know more marketing than them.

Zamri : Ok.

Patric : But, you know, I cannot beat Starbucks because they have strong fundamental. Ok?

Zamri : Ok.

Patric : And remember earlier I asked, you know, you overwhelmed with search engine, adwords, membership, copywriting, list building, I mean the list will never end. The reasons why most people get overwhelmed because all of those are called tactics and let me tell you something about tactics. Tactics are cool stuff. You have tactics, you put in your market phase, you make money, and you get instant traffic and so on. But the problem is this; remember I told you there are 8 steps? So, let me just run through with you quickly. Ok. The first step is that you got to know what you want to do. You want to sell your own products, you want to sell books, you want to setup ecommerce site, or you want to sell other people's product. I mean what do you want to do? That's like first steps, the first thing that you want to know it's like you know if you attend an internet marketing seminar, why are you attending? What are you trying to learn? Guess what? If you go to an internet marketing seminar, most of them don't even know the reason. So, I mean that's like first phrase and people are already stuck. It's like they are there, and you ask, "so why you are here in the seminar?" They say, "I want to know how to make money online". I mean that's not an answer. You got to know what you want to do. It's very simple. Then, we move to the second step. Second step is that you got to know "what is your niche market?" This is the fun part. One guy who has a book of motivation and when you ask him, "So, who's going to be your reader?" And he'd say that, "Everybody who wants motivation." I mean like you are not going to sell because you are going to compete with Zig Ziegler. You're going to compete with Tony Robins. You're going to compete with God knows who else in the list. So, you are not going to be successful if you're going that way. I would like to give an example, like

successtrace.com; our personal improvement program. Now, that's not about just self improvement although it is but we actually have a target market. I don't want to go through that whole story because you know it will take us too much time but the point is that you got to know who your prospects are. Then, only you go to step 3 and step 3 is about knowing your business model. Business model is this, where is the money? Like for instance, Facebook. Why do Facebook creators do Facebook? I mean the way we are looking at it, they are not making as much money as they expect to make from their ads, ok. So, Facebook model, I mean the marketing expert inside there... they probably have the business model of selling off Facebook where it is at the highest value. So, that is the business model. So, if they don't make money right now, it doesn't matter. So, we got to know our business model. Is it trying to sell as many copies of products as possible? Or you want to sell a very expensive product to make money at the front end. I mean there are so many business models to go from. Then we go to step 4. Step 4 is the strategies. Now, what do I mean by strategies is this... let's say for instance I want to sell handphones on the internet, ok? And my niche markets are all Singaporeans. Let's say, that's my market. My business model is to sell as many handphones as I want. So, I mean that's a stupid business model, I'm just making example up so that you can follow with me. So, what would be my strategy? Ok. My strategies could be that I want to get traffic from the search engines. Ok. Then, only I move to step 5. Step 5 is all this cool tactics. So, how to get ranked in search engine? Keyword density, content, list and all this kind of stuff. But, here's the thing. Tactics is what? It's step 5 and people jump in to step 5 straight away. Of course they don't make money or build a business. Ok, they might make money by jumping on step 5 but it's not going to build a business. It's like let's say someone buys a book about blogging. Now, to me blogging is a tactic to get traffic to my internet business. I mean I'm not a blogging expert. I don't write a blogging book, ok. But I'm just taking blogging because it seems like a hot topic.

Zamri : Right.

Patric : But, a lot of people buy good courses, great courses about blogging, you know. All these courses, ebooks about blogging... which are good, they buy them. But, they don't understand business building. They don't understand these first 5 steps. And they start to put up their blog and try to make money. But, you know there're just no clear understandings of what actually they are doing. So, maybe they get traffic but then with that traffic they could make, say a hundred thousands but now they're only making one thousand because there's no business model there.

Zamri : Right. So, tactic is just one component of business building, right? We have a lot more, I mean in this case will be 8 steps but tactics is at no. 5 for now, right?

Patric : Right.

Zamri : But, people jump straight away to step 5 and try to build a business and they don't actually.

Patric : Right, they don't. So, you know all these cool things about adwords, you know all these cool things about this and that but at the end of the day, they are not going to build something sustainable, if you're not doing it correctly from ground zero. And again this is just my concept. This is the same model that I use for all my businesses. I could be wrong all day long, you know. Someone could come and prove to me, "Hey, Patric. Whatever you say is wrong." But, to me I don't care because these are the things that work for me, these are the things that I've been teaching my high level clients. And, I'm not going; I'm not even going to touch the three more steps. I mean the first 5 steps; it's something that we need to know first. Then, there are additional 3 more steps in the total of 8 steps.

Zamri : Ok. I guess the 5 steps is already a lot for me for tonight. We can go through steps 6, 7 and 8 some other time.

Patric : Yes and the thing is that you don't need to go through further steps because some of them don't take places until it reaches the maturity.

Zamri : Ok.

Patric : Alright. So, as you go on, this whole business building is very exciting because it happens once at the time. But, you must more or less know, I mean it could just take you like half an hour to figure this out. You know like what I want to do, what's my niche market, what's my business model and as you go on later on, you might change your path and so on. But, more or less you got to know, what is going to happen?

Zamri : Alright. I see the point there. Ok. I guess I have one last question to ask for you for tonight. What would be the most important part of making money online? So far, we have discussed a lot of things but which is the most important part of making money online for you?

Patric : Zamri, build asset. That will be the most important part for making money online. Whatever you are doing right now, check again, are you building an asset or you're just doing something for now? Something could be anything. So, when you build an asset, it could be you're creating a new product, that would be in the market for months or years to come.

Zamri : Ok.

Patric : You are creating systems right that can be duplicable. You are creating website that can continue to give you traffic. You're writing an article that can be syndicated for now, next week, next month, the same article can be used and submit to directories in the future and so on. So, whatever you are doing right now, the most important thing is that you got to focus on building asset. So, you got to see on that. So, whenever you do something online, you just have to be aware that, "Hey, am I doing this that can be reuse over and over again?" And as time goes by, the value actually appreciates. Now, it's two different things, ok. Let me say it again so that I don't make it confusing. There are things that you create right now that can be reused like an article. You do it right now for one time effort but this same article can be reused many times and can do a lot of things for you. There are things that will appreciate in value like for instance when you set up a website that is a content website and it gets a lot of traffic from the search engine naturally and you're not doing anything to change the search engines. As time goes by, you're going to get more keywords indexed in the search engines. So, as time goes by, that website will actually increase in value. So, that can be considered as an asset. You buy a good domain name. Let's say you have successmagic.com or whatever nice domain name it is, now that has value in it. As time goes by, if you have buyer, you can sell. So, you got to focus on asset building or asset acquiring things. So, that will be the most important part. Now, today I shared with you like a lot of things about business and so on but the thing is that, all of this, if you just to put it like in proper system, it actually is very easy. Now, it gets difficult where all of this sounds new to someone. What I'm trying to say is this... if you ask me to fly an airplane. Of course, I say that will be very complicated but if you ask me to drive a car that is easy because I am "trained to drive a car". And, it's so easy. And do you know that to drive a car, you're using almost all of your senses in your body? Your eyes, your ears, your legs, and your hands. What else do you use? I think that would be enough.

Zamri : Your sunglasses...

Patric: Sometimes you can talk while your drive. So, you know, I mean it's fantastic just to notice that we actually use almost all of our senses just to drive a car and you can handle that so smooth. Of course, some people don't handle that well enough. So, they're crash. But, most people don't crash. And the same thing with this whole business building... if I can show you how to put it into perspective step by step, step 1 do this, step 2 do this, step 3 do this, would you think that would be easy?

Zamri : Yes, that would be very helpful.

Patric : Yes, that would be very easy and when you see all of those, you'll understand you will be like the one sitting on top like, "Oh, ok. So, this is the things I need to be done so I can get this designer to do this. Oh, I need traffic from here and I can run here. And you know, all of this will be very easy. But if we try to think how to put these three factors inside here, how to find this, find that, then it will be overwhelmed. But, here's another important message that I want to let you know. Is that if you don't build a business, you will never be going to quit your job. Ok, maybe you will quit your job but then next month you might be worry about no income.

Zamri : Yes.

Patric : So, you cannot, let me repeat that strongly, you cannot risk not building a business if you want a sustainable income to be even better, to have sustainable multiple income streams.

Zamri : Alright and that goes back to your realization of what the real internet business is because sometimes people just think that they are building an internet business but they actually don't. I mean whatever you discuss with me today; I mean you have given me the insight of how to build an internet business. These are the steps that I need to follow if I want to be successful in building an internet business and if I fail to follow, I mean the meaning of building an internet business, I will probably fail. Am I right to say that?

Patric : I would say you'd fail in a way that whatever success you might achieve right now is going to be temporary.

Zamri : Ok.

Patric : I mean, like last time, when I started doing internet marketing, I didn't build a proper business initially, I mean you can see my successes previously and my successes today. You can see the gap. I mean like last time I'm not driving the car I'm driving today, last time I'm not having the office that I'm having today. By the way, you don't need an office to run a business. I mean this is just an extra thing. By the way, here's the thing since I've mentioned about the office, now, you set up office and so on when your business grows. There will be the next step. So, it's like whatever thing that's overwhelming doesn't have to be overwhelming because they are not there yet right now.

Zamri : Ok.

Patric : Alright? So, as you grow then you'll realize that, "Hey, you know. I'm making so much money and I really need people to help me. Then, you start to have team members and so on but you know, that doesn't take place when you never make so much money.

Zamri : Right.

Patric : So, all of these are actually a process and like I know a lot of all these international gurus and so on and I've seen their progresses as well for the past three years. Some of them work at home previously, you know, probably with just two people helping them. And today some of them are appearing on big television, you know, not Oprah but you know, big show, they appear everywhere, they speak in front of thousands of people and so on because they were building business at that time and now they have become so big.

Zamri : Right. So, what I can summarize is that you have, in my case I have to take one step at the time and improve myself but the most important part is I have all these criteria and guidance on how to build an internet business the right way.

Patric : Right. So, in our next sessions, alright, what I will do with you is that I'll work it out for you, step by step, like for instance I mention about quick cash, ok. So, how can you actually make quick cash? So, I show you some of the blueprint that we have, so this is how you do it, how you do, how you use web 2.0, how you use that, how you do that and so you want to create you own business. So, let's work out, let's identify what product that you want to create and how you can structure it from there. So, as you go along there, you will learn about certain methods that can give you traffic there that's very targeted and so on. So, as you go along, like I say once your business starts building, once you start generating income, sustainable income, then you can always consider if you want to engage me to the next level again then you know we can have the conversation from there. But, the point is that I will be showing you, structuring to you like step by step how to actually build an internet business so that you can ultimately quit your job, have your personal freedom, and hopefully that you will make more money than your existing salary.

Zamri : Well, actually I'm looking forward to that, Patric. I've learnt a lot from you tonight and I really appreciate your time sharing your experience and wisdom with me. I think we are running late already.

Patric : Right.

Zamri : Probably, I'll schedule another session with you again on the topic that you have just mentioned to me.

Patric : Alright. Remember, this is our confidential call that we are doing here. So, if you were to share this with someone else, let me know properly, I will appreciate that you will let me know in advance and stuff like that, you know those kinds of things; you know just to make sure that we are very clear on that, ok? Because some of the content that I share here is things that I sell, you know, I mean I could record like this, what I just shared with you, and turn it into a product and I could be selling this information itself. It will generate income revenue for me so I just want us to be very clear that this is a private consultation that we're having, and if you are going to use it for whatever means it is, like outside of your own personal usage, I will appreciate it that you let me know.

Zamri : Ok. I'll take note of that.

Patric : Ok. Alright.

Zamri : Ok. I guess that will be all for tonight, Patric. Probably I'll schedule another meeting to talk more about what we want to discuss in the next session.

Patric : Ok. Take care then.

Zamri : Alright. Thank you.

Patric : Thanks.

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