

Message in a Bottle: Knowing Your Value



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"Knowing Your Value."

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Message in a Bottle: Knowing Your Value

Nicole: Hi, guys. Welcome back. This is Nicole Dean along with Kelly McCausey. We are recording another Message in a Bottle. Today's topic is one that is near and dear to my heart. What are you worth? Today, we're going to talk about how to determine your prices, how you dare to ask for more money than you've ever imagined and how to build that ladder of intimacy and the funnel so that you have the high-ticket offers in there.

The person we have with us today is Debbie O'Grady. The reason why we wanted to have Debbie on is because she's really been pushing and stretching herself a lot lately. I'll let Debbie tell you about her [Glorious Global Gatherings](#) that she's planning. Debbie's background is really cool. Debbie, I'm going to let you talk about why you're on here and what your experience has been with pricing over the years.

Debbie: Thanks, Nicole and Kelly, for having me. I think this is a great topic. It's a topic that most entrepreneurs and solopreneurs really struggle with. Being in Corporate America for many years, it was very easy for me to take on what Corporate America felt that I was worth. There were always price ranges. There were rates according to the level that you were in. When you first started out at entry level, there was one kind of price range.

As you got promoted, you would move into new price ranges. I would take it on. That's what I was worth. When I left Corporate America, I was making very good money, well into the six figures. The position that I first took for myself when I started my own business was consulting. It was very easy for me to move that self-worth from being a project manager high up in Corporate America to being a consultant with the clients that I took on.

I was able to just move that way of thinking, that image I had of my self-worth, right into my business. Once I became a coach, it was a little bit different. I didn't have that background. I didn't have anything to rate or judge myself against. That's what we're talking about today. How do you do that? How do you come up with what you're worth, both in pricing and the clients that you take on? Do you agree with that, Nicole and Kelly?

Nicole: Yes, I definitely think so. One of the scariest things in the corporate world is going in and asking for a raise. It's kind of the same thing. Except, when you're an entrepreneur, you are always setting your own price. When I first started, I was afraid to ask for anything. Kelly, I know you had a different background than Debbie. What was your transition like to start figuring out what you were worth and what your time was worth in your business? How did you feel you earned the right?

Kelly: I certainly don't have the high-end corporate background. I did home daycare for years. I worked for an insurance company for about four years before Sean was born. At my highest pay, I was a supervisor making \$11 an hour. Debbie, I never once asked for a

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raise. I can't even relate to that concept. No one in my department would ever have thought of asking for a raise. It's such a foreign way of thinking that I brought with me into online business.

I think I undervalued myself from the very beginning. I used to make graphics for \$5 a pop. I designed whole websites for \$35. This was early 2002. I was working with work-at-home moms who didn't have very much money. I came into it with a low sense of value of my time and perceived that my market didn't have money. That worked together to make my value pretty low.

Nicole: I find it interesting that, whether you have a corporate background or you started off by being an entrepreneur, we never had training in how to do this. It's not like something you learn in school. You don't learn how to negotiate for a job or price your time and value. If you're a doctor, you can call up another doctor and say, "What are your hourly rates?" It's a little bit hard for us. It is completely arbitrary. Debbie, tell me a little bit about your funnel and how you stretched it recently so that we can envision how that looks.

Debbie: Again, I think I did things a little bit differently. For my funnel, I start off with my one-on-one coaching. It's my higher level platinum coaching. When people talk to me, that's often how they're getting introduced to me as a business coach. As an accountability coach, the way that my funnel works is that people can come in as an individual into a monthly accountability program and work with me and the group of people in that program.

If you're a high-level coach and you have a platinum year-long coaching program and you want to add the benefits of accountability to that then you can contact me and I have an accountability program that I offer to coaches. It's kind of a different approach. I do have lower cost introductory accountability training for people. I make sure that's included in all of my programs, whether it's one-on-one coaching or my accountability programs.

That's another way that people can get introduced to me. It's not the \$7, \$12 or \$47 introduction. The introduction for my accountability training program is \$197. Coming in from that start, it does define who my target market is, the type of people and experience level of entrepreneurs who are looking for accountability. It's not necessarily the beginners. They don't know the benefits of accountability.

Nicole: You're eliminating a huge chunk of people by how you have your funnel set up. Kelly, you have a great product about setting up a funnel but you do it differently. Do you want to talk about that and how you can start small and continue to add on the back end if you don't have the confidence or value right away?

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Kelly: I teach a lot of people who want to be like me. They want to blog, podcast, create products, run membership sites and coach. They have the heart to do it but they don't have the credibility and experience yet. I tell people, wherever you're at, you may not be able to present yourself as an authority but you can present yourself as a curious enthusiast and begin to write about what you're doing. I talk about creating an offer funnel.

The offer funnel begins with all the content that you provide for free via blogging, podcasting and social media. Then there is a level-in for what they would join your list to get. It's free but they trade you an email address. Then there are low-cost items at \$7 to \$10. Then you keep going down until they're paying your highest amount. If you're starting at \$7 for a low-cost product, your high-cost product is probably about \$250. Wherever your low price starts says where your high price can go.

If Debbie had my kind of funnel, her low price would probably start at \$97 so that she can quickly go to \$5,000 or more. Does that make sense?

Debbie: That does make sense.

Kelly: I can take any complete newbie and show them this funnel. I can give them a vision for beginning to give away, and then sell, their smarts.

Nicole: The interesting thing about that type of funnel is that it is a fluid thing. It can scale. If you start with a \$7 intro product but then you get more experience, expertise, credibility, results and social proof, then you can go back and start polishing and raising your prices for each of those products. It's a process. Debbie, tell me about your highest cost product. I mentioned it a little bit. Is that your Glorious Global Gatherings? I think that's a really cool concept. I'd like you to talk about that for a minute.

Debbie: Thank you. It's not the highest price. My one-on-one coaching is higher. The difference is that the one-on-one coaching is a one-year program whereas Glorious Global Gatherings is this fantastic six-day experience. It's for entrepreneurs and business owners that are at pretty much the same level. Some of it is evolving. It's been evolving over the last few weeks.

Maybe I want to offer this, not just to entrepreneurs who are very advanced and experienced, but also to some of the entrepreneurs who could really benefit from getting together with other entrepreneurs and like-minded business owners. They can talk about what it is they do, how they're doing it and what their future looks like. It's somewhat like your [Beachpreneurs weekend experience](#). It's not necessarily hosted and facilitated by one person.

The way that I'm putting it together, the experience has to do with the location. My very first location is in the Southern Pacific region of Costa Rica. I get so excited every time I

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talk about it. It's in a little town called Ojochal. It's an experience of the people who are going to be there. It will be limited to just 10 people so that everyone can get to know each other. It will be very intimate. We're going to have some fantastic activities that will help open up your imagination and your mind. It will allow new thoughts and ideas to pour in and pour out. Everyone benefits from it. Thank you for letting me talk about it.

Nicole: I had a self-serving reason to talk about it because I wanted to go through what Kelly and I went through in order to get to our Beachpreneurs Mastermind Retreats. Kelly, you kept saying that you wanted to do something. Why don't you tell everyone about how you bugged me until we came up with our idea for this?

Kelly: It took nine months. Nicole suggested that I have something of a one-track mind. It started in San Francisco when we were traveling. We were sitting in a sushi restaurant. I said, "I want to do something expensive. I feel ready to push things to the next level." She smiled and said, "That's nice." Every place we went, every event, every time we traveled, I would bring it up again.

Nicole: Let me interrupt. That was not how it happened. This is how it happened. We would room together when we traveled to events. I would be lying in bed at night, drinking a glass of wine. Kelly would be talking about, "Something expensive." I would roll over in the morning when the alarm went off so we could go to our sessions. Kelly would be sitting on the edge of her bed. She would say, "I've been thinking." She has a one-track mind. Until finally, go ahead, Kelly.

Kelly: Finally, Nicole said, "Maybe if we did something at the beach." Then your brain took off. The next thing we knew, you found the Beachpreneurs domain name. Everything was off and running.

Nicole: Part of our funnel is that we both started with low-cost products. Kelly, you have some higher annual coaching programs now. Let's go back to NAMS 9 when you made the decision after getting yelled at. I'm looking over an old blog post so I have this information in front of me. You got yelled at during NAMS 9 for being too cheap. What did one of your coaching clients say? She's getting a steak dinner for burger prices.

Kelly: Yes.

Nicole: Tell me how that came about, what you took action on and how things have changed for you since you did that?

Kelly: That's the moment when Therese Sparby very lovingly said, "Bullshit!" to me. We were talking about what I was charging. I started into my usual spiel about, "My target market..." She said, "Bullshit!" and jerked me out of my excuses. That was awesome. Therese really values her ability to wake people up. If that had been the only thing that

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happened, that probably would have been it. It would have been one really cool moment.

But she woke me up and then Nicole, Susanne Myers and Tracy Roberts all said, “Uh-huh!” One by one, they all said, “Look at the impact you had on me.” She woke me up and they touched my heart. I realized that what I’m doing is changing lives. I’m not just helping people start a blog or podcast. I looked at these three women and thought, “What they did with what they learned is amazing. I do need to charge accordingly so that I can impact more women.” It’s not just women. I work with men, too. I wanted to impact more lives and see more success stories. I went home determined to put it all into action. I went home and raised all of my prices.

Nicole: You did it slowly so that affiliates would have an opportunity to promote each thing before the price increased. You could test the waters. You also added some higher cost options as well. Debbie, I wanted to talk to you about investing in yourself, the value of that and how that earns you the right to increase your prices as well. Kelly, I know you wanted to talk about if that’s necessary before charging certain amounts. Debbie, go first.

Debbie: I equate this with my background and earning a college degree. When I first started right out of high school, I was working in a factory. I didn’t go to college. I was making the kind of money that you make in a factory. It was good money but it wasn’t great. I decided that I wanted to do something different. I went to college and got a bachelor’s degree. In my first job out of college, I made double the amount of money that I had been making in a factory four years before.

Then I got my master’s degree a few years later. That’s what allowed me to go in and ask for promotions. It was all set up ahead of time that, “If you do this, Debbie, this is what you’ll get from us.” I see the same type of thing as an entrepreneur when I know that I want to do something different and go in a different direction. When I decided that I was going to start masterminds in person and then virtual, I went and learned about it. I took courses about it. I invested in my education the same way that I used to back in Corporate America. That’s the way that I look at it.

When you feel that you’re ready to raise your prices it’s because you have the years of experience behind you and/or you’ve learned and taken on new knowledge. That’s the way that I teach my clients. This is how you earn the right to raise your prices. It may cause you to have a different market. That’s a different topic. That’s the way I look at it. How do you get to raise your prices? It’s years of experience and/or the investment you make in yourself to learn new things.

Nicole: The way I see that is that it’s another form of credibility. You can write a book and get credibility like that. You can do a high-level coaching program and get

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connections and credibility through that. Debbie, do you mind if I ask, what is one of the highest priced programs that you've bought into? You don't have to tell me the name of it. I want to show people the value of investing in yourself.

Debbie: The very first program when I first started my own business that I invested in was back in 2008. It was a \$5,000 program. I don't have just one coach today. I have three coaches for three different things. Each program is over \$10,000. They're into the \$16,000 and \$18,000 range. I'm paying for my coaches the same amount of money that people pay for college educations.

Nicole: Is that per year?

Debbie: Yes, that is per year.

Nicole: Kelly, I know you have a different twist and maybe an opinion. You didn't go to college. Talk about that from your perspective. I know that when we were at NAMS, someone said something that irked you. I want you to touch on that.

Kelly: The thing that was said at NAMS that irked me was, "You have to spend it to charge it." That's a question that I have. Debbie, I want to know your opinion. Do you think you have to spend \$10,000 in order to charge \$10,000?

Debbie: No. I have to earn it to charge it.

Kelly: I like that much better.

Debbie: Earning it is the experience. I don't teach someone something that I don't know anything about. It's the same thing. How can you create a product that you don't know anything about? That's earning it, I think.

Kelly: I got started charging no money and spending no money. I didn't buy my first info product for almost two years. It was a \$50 ebook. I probably studied that sales page for 10 hours before I paid for it. I was so broke. I was so stingy. I've spent very little on coaching. I hope this doesn't sound like an excuse. I was always blessed to partner with people who mentored me. I felt like I learned so much on the job, in the active partnerships, that I didn't have to buy a product. I never bought a product that taught me how to start a membership site until I had been running one for years. I so believe in investing in yourself. I'm always honest about how much money I make and how much money I spend. The most I've ever spent on a coaching program up to this month was \$500. I paid \$500 to spend two weeks with Paul Evans and Carrie Wilkerson. That was the best \$500 ever.

The thing is that I'm a doer. I spent that \$500. I had pages and pages of things to do. It kept me busy for more than a year. Why would I want to spend another \$500 with someone else, or more, when I'm not done implementing what they taught me? That's

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been my attitude. I think it has served me well in many ways. I feel like I often get more done than many of my friends who have spent way more on learning and have done way less. That's a rather mean opinion of mine.

That being said, I knew back at the beginning of this year that I needed to spend some money. It's a weird thing. There is a gut instinct. I thought, "I need to spend some money. I need to invest in myself and in my business. I need to pull myself up to the next level by spending some more money." I wanted to be in a situation where I put in a big chunk of money and, thus got to spend time with other people who were also putting in that big chunk of money. I was improving my neighborhood.

I respond really well to that kind of positive peer pressure. I want to hang out with people who are just as serious. Since February or March, I have been begging one of my friends to start something that I could give him money for. He finally did it. I'm talking about David Perdew of NAMS. He finally made us an incredible offer at NAMS 12. It is an up-leveling 90-day group. I've invested \$3,000 in that. That's my new highest amount spent ever. I expect to wring every drop of blood out of that money.

Nicole: I wanted to touch on something that you brought to mind, Kelly. I don't buy WSOs. They are the Warrior Special Offers. I very rarely buy ebooks anymore. I figured that I could buy \$500 worth of ebooks and WSOs that was material that I could go through to maybe get some ideas. Debbie, you might have the same philosophy. Instead, I would much rather spend \$500 to talk one-on-one with someone for an hour than to spend \$500 on miscellaneous ebooks and courses. That's just me.

I won't go through them. There are those courses that say, "You'll get 24 hours of training." I think, "I'm never going to do that." If I can schedule one hour to pick someone's brain, have them look at my stuff, give me feedback, help me to systematize something better or improve and tweak things, I'll do that all day long, every single day. Debbie, is that your philosophy, too?

Debbie: It really is. This year, I'm changing. I've been paying for coaching for the last four or five years. That's what has helped me to keep moving forward. This year, I'm not only selecting the right coach, but I'm also looking at the community that the coach or a very specific program brings. The coach is fantastic. The coach will really help me by giving me that one hour at a time of their expertise and background. It's the community that will really help me to change my mindset and help me with ideas.

Honestly, some of the coaches who have recently hired me to add the accountability program to their high-level program come from the community that I joined. That's another thing to think about. You're not just investing in a coach. It's like what Kelly is saying about what David offered in his program. It's that community. The people who

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invested that much money in themselves are the ones that you want to hang out with. Those are your colleagues.

Nicole: Here is a perfect example. Debbie, you came to our Beachpreneurs ladies only mastermind retreat weekend at Pensacola Beach. We got to know you. You got to know some of our best friends. Now we're featuring you on this call. You're coming to assist and speak at our event in Tampa. You can get on people's radar really easily if you just buy some time with them.

Debbie: Yes, that's right.

Nicole: Here is another example of your network. I have several coaching clients. I'm going to talk about two of them. One of them is an expert in Amazon FBA. She's a Beachpreneur, too. Her name is Jessica Larrew. Another one of my coaching clients was doing some copywriting for Amazon FBA sellers. That is Karon Thackston. I talked to Karon. I said, "Are you going to be creating a copywriting course to teach how to write these listings so that people can sell more stuff on Amazon?"

She said, "I have an ecommerce one. Yes, I could definitely do that." I said, "Okay. Do that, but let me hook you up with Jessica so that it's a good fit and she can promote you." You can't get that connection through an ebook. They're going to make thousands of dollars together over the course of this relationship. I hooked them up because they both got on my radar through coaching. When you invest in yourself, you get so much access to people. Kelly, why don't you talk about some of the connections that were made at the Beachpreneurs Retreat? That was an example of people investing in themselves big time.

Kelly: Magic happens when you provide a venue for really smart people to rub elbows. It's that iron sharpening iron thing that happens. We like to take full credit for providing the environment that lets it happen. We have to take credit for that. What each woman brings to the beach house is so incredible. At the last beach house, we had Lain Ehmann, Maruxa Murphy, Therese Sparby and Faydra Koenig. I want to mention that group specifically. They're all amazing.

They all have this incredible burning desire to light fires in other people, to tell them how incredible they are, to wake them up to it, to show them and to let them see their potential in life, business and the whole picture. Therese and Maruxa went home and joint ventured on a podcast, IWantWhatYoureHaving.com. That's been doing really amazing things.

Faydra and Lain now call each other BFFs and sister from another mister. They have been knocking heads together and coming up with great ideas. The friendships that were formed have been amazing to behold. We can't even guess everything that's going to

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come out of these relationships at this point. Is there something more that I haven't mentioned, Nicole?

Nicole: I wanted to touch on how investing can increase what you're worth. Investing in yourself does come full circle to what you're worth, what you can charge and what kind of products you can release.

Kelly: Do you have to spend it to charge it? We say no. Faydra came to me for podcast coaching last year. That's how we got to know each other. Because of my expertise in podcasting, I often get to coach people who are way over my head in every other area of life and business. It's always so cool for me. Faydra came to me for help with podcasting. She's part of a little mastermind that I have on boosting her coaching business. She kept saying, "I want to come to Beachpreneurs." But we kept agreeing that it wasn't the right time for her financially. When it comes to participating in something expensive, my personal opinion is that you need to be able to afford it. You shouldn't be putting it on charge cards.

In order to leverage it, you have to come in without those debt strings. That's my opinion based on my debt issues. We kept agreeing that now is not the time. She kept coming back and saying, "But I really think I'm supposed to be there." Two weeks prior to the date of the event, she came back and said, "I know it doesn't make sense but I know I need to be there. I need to make it happen." So she hustled her bunnies and made it happen.

Looking back, I think that there is a time in our lives, even when it doesn't make sense financially, even when it scares you half to death how much it costs, but you know in your gut that you have to do it. When I think about the last six months of Faydra's life, everything that's happened, the relationships that she's made and what she's doing with her business now, she was right. She had to be there.

I wanted to share that story with those listening. You might be thinking, "It's fine for you to say that you're spending \$3,000 if you have \$3,000 to spend." I do, but if I didn't, I'd be hustling my butt to get it. Sometimes you just know that it's time.

Debbie: I want to talk about the Beachpreneur weekend. That's another way to understand and see for yourself what you're worth by listening to what other people think of what you're worth. Honestly, what came out of that weekend for me, and for others, was a surprise. It was a surprise that you, Nicole and Kelly, thought that of me. I went there thinking one thing and left there thinking a lot differently about myself and my worth. I think it's the same for everyone who went there.

Both of you put us in that environment where we were validating for each other and our worth. I think that's important for the people who are listening to understand. When

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you're thinking of joining a program, attending an event, mastermind experience or something intimate with a group of people, what you're going to get out of it is so much more than the cost of it.

Nicole: I'm going to add two bonuses to this month's content. I have a report about how to prove your credibility. I also have one about charging and making sure that your pricing is according. We'll add those for our Message in a Bottle peeps.

Let's close up with some practical tips. If someone is listening right now and all they have are low-priced products or their products are not something they feel they can increase the price on right now, what are some suggestions that you would give them, such as adding a higher cost product, polishing up what they have, playing with the pricing or adding value? What are some things that you've done in the past with some of your clients?

Debbie: I work more with services than I do products. If you're just starting out, the pricing you're just starting out with is going to be different than once you've been doing it for one or two years. At that point, look at your experience. Look at what you've gained. Look at the knowledge that you've gained for yourself. That's the value that you're adding to that service. It is the same thing with products. As you increase your knowledge, you add that to your product. Adding to it is how you're going to increase it. I know we didn't talk much about audience. Sometimes you take on a new audience. If you've been working with people who are just starting out, as you advance, maybe your audience changes to more advanced people. That's another way that you can give yourself permission to raise your prices.

Kelly: I've been asking myself a lot lately, "What are they really saying?" I did a casual survey on Facebook asking people, "What would you gladly pay \$10 a month for?" I got some really great suggestions from them, many impractical. Reading between the lines, what are they really saying? There was an ongoing strain of people asking about graphics and images. That led to [Image Monthly](#), which is a low-cost product. I was brainstorming.

I wanted to put up a new \$5,000 coaching offer. A guy beat me up in Las Vegas and challenged me. He said, "What are you waiting for?" I came home and thought, "I have to put up a \$5,000 coaching offer." It's a one-year package. No matter how I fit the pieces together, I couldn't fall in love with it being \$5,000. I asked myself, "What are they really saying to me?" I thought about all of my coaching clients, all of the people that I work with and all the people that I talk to. What do they really want?

It popped into my head. Every single client I've worked with all year long has said, "How do you get that JV with the person who has the list?" I thought, "Bingo!" I could be completely wrong about this. I've only just put the package together, but it made me fall

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in love with my package. My package now includes a joint venture with me. You work with me as a client for an entire year. Who better to JV with? I know you. I know everything that you're really good at and what I feel comfortable sharing about you with my people. We're going to joint venture on a product and launch it together. It will be your product.

Debbie: That's pretty cool, Kelly.

Kelly: When you think about how you get comfortable with that next higher price, what do your people tell you they really want? What are they hungry for? How can you give it to them? If you give them what they want so much that they're literally dreaming about it day and night, you can charge a significant price for that.

Nicole: That's a great point. For the people out there who have an ebook or blog, the fastest and easiest way to add to your funnel is to put up a "buy" button for an hour of your time. If you have that expertise, whether you're in the raw smoothie niche or the personal training niche, it doesn't matter. You can put a button up there so that you can be a consultant or coach for an hour of your time. All of a sudden, you go from \$17 ebooks or some clicks on AdSense to being able to charge \$100 or \$300 for a couple of hours of your time.

That is the easiest way to expand your mind if that's the place that you're in right now. If you're already at that point, then think about monthly, six month, one year or live events. There are all kinds of great ways that you can start to move your people into higher priced products and still feel really good about it. I love the Beachpreneurs Retreat weekend. I know that we're undercharging for it but I am thrilled with it. We get to hand-pick the people that we want to spend the weekend with. Those are just a couple of tips for starting to think bigger. The reason that we had Debbie on is because I wanted her to expand your mind to the possibilities of what a funnel can look like and how big a funnel can get. Sometimes a funnel does get flipped, maybe not right away if you don't have the credibility, but down the road, you can start with a high-end product.

You can say, "Here is my high-end product. That's not right for you? Okay. Instead of the \$20,000 product, maybe you want the \$10,000 one. That's a good fit. Okay." Boom. You have a \$10,000 sale. Debbie, do you have any last words?

Debbie: I think everyone who listened to this is going to get something out of it. What you need to do is look at where you are. Look at your background, your experience and everything you know. That will help you to determine what you're worth and the rates that you can charge. People are looking for mentors, teachers, coaches and products that are going to help them to move forward and be where you are. There is a quote that I heard. I don't know who it's from. "Every fourth grader is a hero to a third grader." Think of yourself like that.

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Kelly: I totally agree. You guys are awesome. I value you both very much.

Nicole: Ditto.

Kelly: Thanks so much for spending this time with us. We will see you again in the next issue of Message in a Bottle.

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