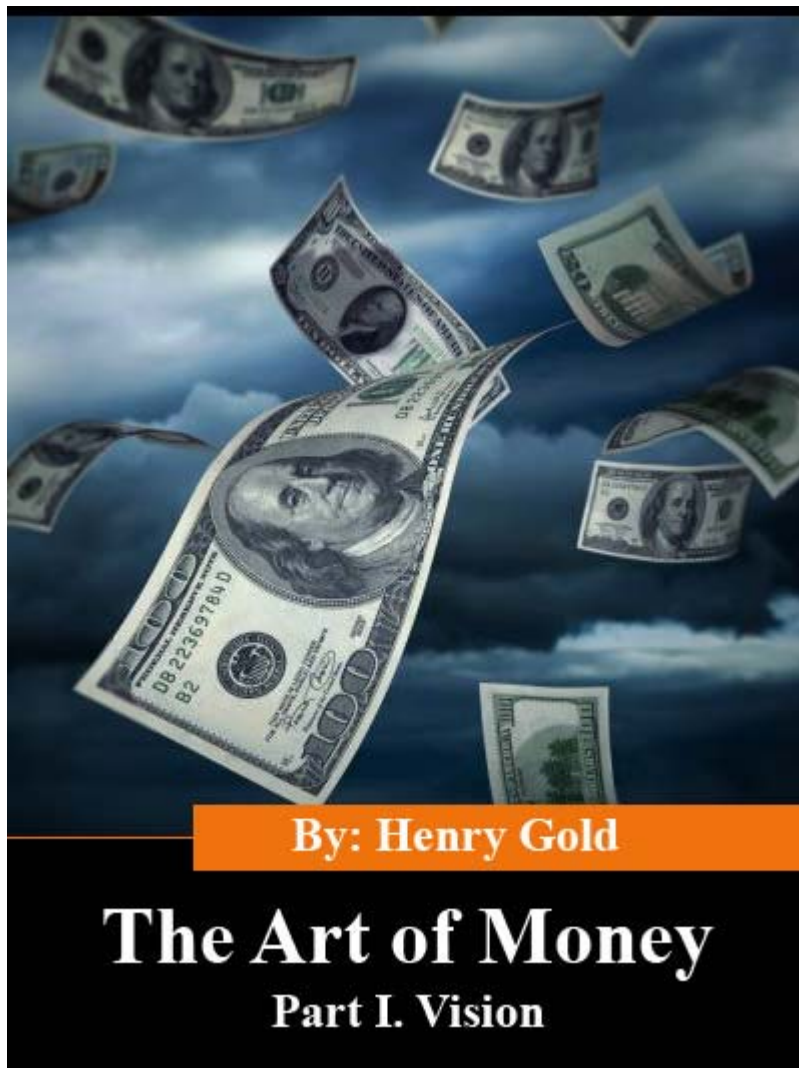


The Art of Money



# **The Art of Money**

Part I. Vision

By: Henry Gold

## **"What is vision?"**

Why do we need to become successful in business?

When I first started online in 1999, I thought that as long as I created a great product, have a great looking website, back-end offers, generated tons of traffic to my site, I would be rich the rest of my life. My thought was IF I had 1 billion people give a penny each, I would have made \$1,000,000.00

However, as I made the progress toward that goal, where I set-up the entire scheme from an opt-in form, sales letter, thank you offer, auto-responder letters, and much more. The thought of having 1 billion people give me a penny each was just an illusion. People have different thoughts, different cultures, different income levels, beliefs, and much more.

**It is impossible to expect everyone to give you a penny, just because you ask them to do so.**

This is what we refer to as wishful thinking. In addition, to attracting 1 billion people to your website is very time consuming and costly. The expectation of getting only a penny out of every person that you send to your website will put your business in deficit.

Here is the problem:

### **(1) You need to build trust with the visitors.**

In order for them to give you a penny or \$100, you need to give them a reason WHY they need to do so. If it is out of kindness, you still need to tell them what is in it for them. If not, they will leave your site and do nothing. How do I know that?

Simple! Look at my site: <http://mysupercoach.com>. I put up a link on the right hand corner to ask people to buy me a drink. Do you think everyone will buy me a drink? Absolutely not! In fact, they don't even bother to click on that link to even look whether Henry really wants a starbuck coffee or chai latte.

The real secret you need to build with them is... **"What is in it for me?" (WIIIFM)**

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When you give them a reason to trust you or to give you a penny, then you are able to get the visitors to open up their wallets and charge their credit cards for 1 penny. How do you make them feel they need to give you a penny?

Hmm.. If I tell you this, I may not get the money anymore for my star bucks® coffee. So, make sure donate me some coffee ok? ☺

**Here is the secret**: Simply provide them valuable information at all times. How?

Think about this. When I give you this valuable free report to help you on improving your business, what are your chances to stay on my blog? How will you appreciate my efforts compared to a blog that provides junk? Will you want me to continue writing free reports for you? (Or) Do you want me to stop?

When you know that what motivates Henry Gold the most is the starbucks® coffee, of course, people who want me to keep giving them great resources for their business, will be more than willing to buy me a drink. ☺

### **(2) You can't just make people love you.**

I have to be very honest with you, ok? There are many people who love you, hate you, and care about your existence. Of course, you just have to deal with it. As long as you do the right thing in your business, you do not need to care what other people think about you.

Just remember, people love to play politics in any industry you are in. What you need to do is to move away from the negative crowd and use your unique gifts to serve the customer. This allows you to have more advocates within your businesses. As the numbers of fans add up, so will your power to do more in your business.

### **(3) Money is not an evil.**

Negativity is what destroys human kind. We are born to be rich. We are born to have everything we are looking for. However, the only person that manipulates us and others are negative people.

Think about this. When I ask my readers on the blog to give me the spirit back at: <http://www.mysupercoach.com/blog/henry-gold/what-should-henry-gold-do-to-get-his-fire-back> , there are few jerks who told me that I should kill myself. Some people talk about Henry Gold as a rich guy who just doesn't know what to do with his money.

You see, I was just a poor guy back in 1999. I had no money, no html skills, no experience whatsoever in business. Heck, I did not even know what a website was all about. However, I did have one question to myself: **"What should I do to make money online?"**

Since my curiosity outweighed everything else, I thought in that moment, I worked my butt off trying to find every single tool, lesson, and resources to make money online. I tried out many different things, including: MLM, affiliate marketing, joint ventures, replicated websites, link exchanges, SEO, PPC, and much more.

Though my income level was way below an average American person during that time, where I worked in 7-11 convenience stores, I didn't complain. I just knew that I would have a great life in the future. Of course, everything is now becoming reality for me. Basically, what I want to mention to you is... Everything takes time, effort, and hard work. So, there is no so-called 'money falls from the trees', because you have to earn it.

As soon as you understand these three challenges people face nowadays on the concept of making money online, you need to understand the vision of your business.

#### **How do you define a vision?**

Vision has nothing to do with buying a new BMW, a new condo, a new HDTV, and so on. That's your personal goal. Instead, it has to do with the people that are accountable within your organization.

**Who are those people?**

- (1) Your customers
- (2) Your Partners
- (3) Your employees
- (4) Your own well-being (Automatic)

Let us look at each one of them very closely:

**(1) Your Customers**

Customers are the people who will either support you or break your business. Everything that you do in your organization will have to make your customers become your friends. Without them, there is no business.

There are no so-called financial statements, balance sheets, flow charts, and whatever fancy terms you see on the Internet.

In other words, the breaking point itself is based on how you treat your customers. How you serve them. How satisfied they are with what you offer. Are you keeping to your promise? Are you over delivering to your customers?

What do you do BETTER for your customers compared to your competitors?

**For example:**

Every single time I go to Starbucks®, there are only two things I order: "Multigrain Bagel and Grande Cinnamon Tea". One day, they didn't have the multigrain bagel, so they told me that I could have anything else I wanted in the bakery.

I was surprised. A Multigrain bagel costs only \$1.25, while the rest of the bakery costs between \$3.95 and \$6.95. Though I was tempted to get the other bakery, I decided to go with a regular bagel, which cost the same.

This is what I refer to as exceptional service. Can you do so in your business?

## **(2) Your Partners**

Your partners are the people who give you the power in business. Some people called them affiliates. However, I prefer to call them "Strategic Alliances". Why?

They are the people that I respect and care about. Without them, I would not be here writing this for you. In other words, do your best for them just as they do their best for you. If they are upset with you, make things right. This is how you are able to motivate them to do more for your business in the future.

### **For example:**

I have run three contests so far on the 117Network.com, where I have given away a laptop, iphone®, ipod®, Movado watch, and cash. However, instead of just sending them the prizes, I sent a personal thank you card as well as gift card with it.

The card, itself, was written by me personally. I want to make sure my partners know who I am and how much I care about my alliance with them. I could have just sent the prizes, but I chose to take time to show them my appreciation. This allows me to have long-term alliances with my partners.

Give something extra to your partners; you will have loyal crusaders for life.

## **(3) Your Employees**

The people that I care most in my business are my team members. Without them, there is no way I could produce as fast as I want to. Though, I wrote this report myself, I have my assistant to proof-read and edit it for me.

In addition, I have my designer to create a graphic for the files. This allows me to have things done on time. What if I didn't have each team member collaborate with one another? How would I be able to take the business to the next level? It is almost impossible without my team members.

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What do you do differently for your team members? How do you treat each one of them?

### For example:

My assistant told me that she really wanted to go to JV alert in Florida. However, the ticket is like \$997. As I have a great connection with Ken, I asked him to give me the ticket for my team members. He was glad to give it to me.

Not only did I give my assistant extra money for the trip, but she was also receiving the ticket for free on that trip. What will be the impact for my assistant? Will she want to work even harder for the company?

Treat your team members with care, just like your immediate brothers or sisters; they will want to do even more for the well-being of the company.

### Here is your business development process:

As you know, it is important to create a vision that involves your customers, partners, and employees. I want you to comment on my blog about the vision you have within your business at:

<http://www.mysupercoach.com/blog/success-stories/special-report-the-art-of-money-part-i/>

Think about it carefully!

Find out how each component of your business can **serve** your customers, partners, and employees without your involvement. (**It has to be done on autopilot**). This allows you to understand the art of money in a bigger way.

**Note:** Make sure when you leave your comment on the blog, describe your vision as detailed as possible. This allows you to foresee the positive outcomes from your ventures.

Success is yours,  
Henry Gold, founder  
<http://Mysupercoach.com>