

## HOW TO ACHIEVE WEALTH THE EASY WAY

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## HOW TO ACHIEVE WEALTH THE EASY WAY

There are so many sure-fire, yet really simply ways to acquire real wealth, it's a wonder everybody with even the least bit of ambition isn't filthy rich. When you get right down to it, the only thing needed for anyone to make bundles of money, is long-range vision and the energy to put a money-making plan into force.

One of the easiest methods of building wealth, and the one used most often by the "smart" people, is simply the furnishing of expertise, equipment or growth capital to promising beginning businesses. Basically, you buy in as either a part owner or limited partner - then, as the business grows and prospers with your help, you reap fantastic rewards.

The beautiful part about this whole concept is that you can do this same thing, or duplicate it over and over again. You can start out with say, marketing and sales leadership for a small, garage type business - then with your holdings and earnings from that business, invest in another and keep doing it until you own a part of 25 to an unlimited number of businesses. Looking at the idea for a "dollar return" point of view, if you were getting \$200 per month from 25 different businesses, your monthly income would amount to no less than \$5,000 and that's not too bad for a fledgling millionaire.

Look around your own area - with just a little but of business moxie and perception, you're sure to find hundreds of small businesses that could do better, perhaps even become giants in their field with your help.

Most small businesses need and would welcome marketing, promotional, advertising, and sales help. If a quick survey of business turns you on with enthusiasm about the potential profits with just a few changes that you can suggest, then you are on your way.

Basically, you set up an appointment to see and talk with the business owner about some ideas and help that could double or triple his profits. Whenever, and so long as you approach him in that manner, he's almost always going to want to see you and hear what you have to say.

In preparing for your meeting with him/her - set your ideas down on paper. Put them together in an impressive marketing or profit-potential folio. Outline your ideas, the costs involved and the ultimate profits to be gained.

Then, when you arrive for the meeting, be sure to look the part, and act the part of successful business person. A few amenities for break the ice, and then begin with your proposal or presentation.

The bottom line is simple that you tell the business owner that you can do all you say for him through it to the ultimate profits for a 10 or 20 percent limited partnership in the business, which really won't cost him anything. Of course, if he's reluctant to give up any part of his ownership, you come back with the idea of being hired as a consultant.

Almost all small businesses need help of some kind. The owners get bogged down in a myriad of everyday problems and things to do - find that there just isn't enough hours in a day to

handle everything that should be taken care of - and end up neglecting or not doing some of the things they should be doing to keep their business prosperous - and as a result, the long struggle for business survival begins, with more than 60% of them selling out at a loss or just closing up shop.

The other way to "cut yourself in" on a piece of someone else's business is to supply needed money. If you can come up with 10- or 15-thousand dollars, you can easily "buy into" most small businesses. Be sure to look the business, and it's market potential over, but once you spot one that can really be a winner with just a little bit of operating cash or money for expansion, then jump on it.

You can have a never-ending supply of such businesses to choose from, simply by running a small advertisement in your daily newspapers in the classified section under the heading of Business Opportunities Wanted. Such an ad might read:

**SUCCESSFUL BUSINESS EXECUTIVE LOOKING  
FOR NEW BUSINESS VENTURES.  
WILL CONSIDER BUY-OUT OR PARTNERSHIP.  
WRITE: PO BOX 123**

By the same token, make it a habit to look through the Business Opportunities Available, on a regular basis. Mark a few each day and follow up - check them out, and find out what kind of deal is being offered. Remember, proper management and planning are basically the ingredients to success in business - and most small businesses just don't have these ingredients in the proportions needed to attain their true profit potentials.

Other people have done it, and are doing it every day. There's no reason why you can't do it - in most cases - little or no cash is needed, and with just a little bit of action on your part, you could quickly become a multi-business owner and very wealthy as well.