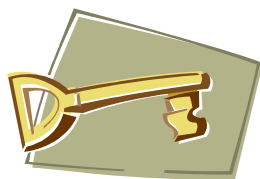




THE
SECRET POWER
OF
RESIDUAL INCOME

**UNLOCK THE DOOR
TO YOUR
FINANCIAL & TIME FREEDOM**





A Personal Letter From The Authors

Hello,

My name is David Pettigrew and, together with my wife Lyndsey, we run AddNewIncome from our base here in Central Scotland. We are actively implementing the wealth creating principles and strategies described in this report and on our various web sites.



We are Independent Representatives for a fantastic company called MyVideoTalk and I'll tell you more about that in the report. We're having great success and **terrific fun** building a truly international business from the comfort of our own home.

When we are not doing this, we have a property business which runs along nicely with only a small time input from ourselves.

We also have a computer software and services company called Microspec Computers Ltd that we have owned for 25 years. It specialises in all aspects of Customer Relationship Management Systems along with Business Management Information and Financial Software.

However, it's only in recent years that the 'light bulb' has come on. We realised that we were on the same treadmill as most of our friends and colleagues. Something had to change if we were going to reach our personal goals and aspirations. We are so excited about what we have discovered that we want to share it with you.

We do hope you enjoy reading this report. Please give us your feedback. We'd love to hear from you.

Warm regards

David & Lyndsey Pettigrew



Introduction

Thank you for downloading this report. In the following chapters

- We will reveal the secret of residual income and what it means for you.
- We give you a definition of financial freedom and show why it is important.
- We describe how the rich get richer
- We explain why getting a better job or working longer hours is not the way to achieve your financial freedom.
- We identify a unique business opportunity that is happening now and show you the power of passive income.
- We'll tell you how to evaluate this business opportunity and what to look out for.

We'll also give you a simple action plan to set **you** on the road to your financial and time freedom.

But first, let me give you a word or two of caution. Simply reading this report alone will not change your life. In order to make a change you need to take action. You need to absorb and put into practice some (or better still ALL) of the suggestions in this report.

Remember:

No Action = No Result !



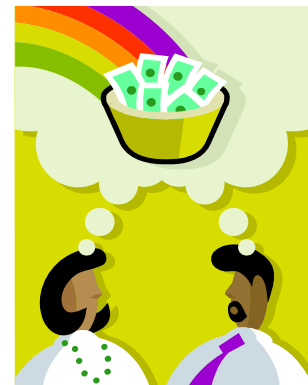
What is Financial Freedom?

In order to live in a developed society, we incur expenditure. We have to pay for food, clothes, shelter, heat and light, plus many, many other essential goods or services. It follows therefore that we must have a source of income to pay for all of this.

Many of us also have aspirations – a nice house, great holidays, a quality car and all the other things that go to make up a good, comfortable lifestyle.

We are brought up and educated by parents and teachers telling us to work hard at school, go on to further education and get the best possible qualifications so that we can hold down a good job with real career advancement potential.

That's right, get a JOB – and, sadly, for many people, that JOB stands for **J**ust **O**ver **B**roke!



Ninety five percent of the population fall into two categories - Employees or Self-Employed. We also include small business owners or owner-managers in the latter category. However, only five percent of all wealth is controlled by people in these categories.

You see, the **Employees** have jobs and the **Self-employed** own jobs. They both sell their time in exchange for a wage or salary. If they stop working, quite simply, they stop getting paid.



But, the other five percent of the population have got it sorted! They also fall into two categories - Business Owners and Investors.

Business Owners have developed a business system that can be replicated and will function without their day-to-day involvement. A good example of this type of business is a franchise. Note, we don't include the individual franchisees here but, instead, refer to the owner of the original business who has expanded it through franchising. People in this category invest their time setting up a system that can be duplicated. They value highly the power of teamwork and often empower a network of experts to get the job done.

An important lesson that we can learn from people in this category is

It's not so much about what you can do - it's about what you can get done!

Investors use their income and capital (savings) to generate further income. They do this by investing in stocks and shares, property and businesses amongst other things. When they do this, they are not only investing their money, they are investing their time setting up an arrangement that will pay them over and over again without their day-to-day involvement.

When we compare these four categories, the crucial differentiator between people in the last two compared with the first two is that their income is **passive**. In other words, when the Business Owners or Investors stop working, the money keeps on coming in! This is also known as Residual Income. That's why although they only make up five percent of the population, they control ninety five percent of the wealth.



The Measure of True Wealth

It's been said that true wealth should be measured in time – not in dollars or pounds in the bank. Put another way, once someone has attained the lifestyle they desire, how long can they sustain it if they stop doing whatever work they are doing on a day-to-day basis.

According to research, the average family can only continue for about 3 months before having to “tighten their belts”. If you are truly wealthy, then you should be able to sustain your chosen life style indefinitely.

We'll put this into a simple definition:-

***Financial Freedom is Attained
When Sustainable Passive Income
Exceeds Expenditure***

Financial freedom on its own is only one part of the picture though. In order to enjoy your new found financial freedom you also need time freedom to do whatever is important to you and others around you. This cannot be achieved if you are simply selling your time. Remember, if you stop working, you stop getting paid! You need to **invest** your time in activities that will generate **residual** or **passive** income so you have time to enjoy the fruits of your labour.



How The Rich Get Richer

Ask yourself what you do on pay day.....

Research shows that:-

Poor people buy stuff

In other words they surround themselves with more and more material possessions and spend their income as it comes in (often even before it comes in!).

Middle income people buy liabilities

By that, we mean when they get promotion or a better job, a bonus or a raise it's used to get a better or larger house, car, boat, holiday, etc, etc. Whilst this might give the outward impression of wealth, these people are simply increasing their liabilities by taking on more or larger debts and consequently they have to run harder on the treadmill that is their job in order to finance that debt.

Rich people buy assets

In other words, after paying the necessary bills, they put all their spare cash into things which will generate passive income. It's that passive income that is used in later years to finance their "rich" lifestyle.

Read on for an example of what we're getting at ...

Add New Income

Special Report



A good example of prudent use of income is the story of a salesman who worked for a large American corporation. At first he was not a very good salesman but he learned quickly and persisted, eventually becoming the company's top sales person. As such he enjoyed substantial bonuses and commissions. One day, he arrived at the company's corporate headquarters driving a brand new, top of the range Porsche. Colleagues looking out of the office windows saw him drive into the car park and concluded it was easy to see what he had done with all his bonus and commission cheques. They couldn't have been more wrong!

You see, if he had simply used his income to make payments on the Porsche he would have been spending his hard earned income on a liability. The moment that car was driven out of the showroom it became second hand and lost a large percentage of its value. Instead, what the shrewd salesman did was to save up his bonuses and commissions till he had enough to make the deposit on a low value property that needed some work done on it. He got the property refurbished and then rented it out.



This was a system that could be duplicated. So he did it over and over again. Eventually, the income from the all the properties (assets) he had acquired was used to pay for the Porsche and much more. The car was still a liability because it depreciated but it was paid for out of passive income. His capital investment was still intact. Indeed, because of the increase in property prices, it was growing too!

We should learn from this example and endeavour to adopt the same principle in our day-to-day lives. Then we too can work towards increasing our passive income and ultimate financial and time freedom.



How You Can Achieve Financial Freedom

Many experts now recognise that Network Marketing (or, to give it another name, Multi-Level Marketing – MLM) is the best key universally available to unlock the door that leads to financial and time freedom.

It is a billion dollar worldwide industry that offers individuals the ownership of a business with a system that can be duplicated and which will generate passive income. Age and lack of qualifications or experience are not barriers to success.

The most successful people in network marketing have a number of key characteristics in common. They are:-

- The desire to be successful through helping others achieve success
- Well-defined personal goals
- Being open-minded and willing to learn
- Prepared to develop personally
- Willing to apply the “system” consistently and persistently
- Teaching others to do the same

The good news is that having a successful network marketing business will place you fairly and squarely within the Business Owner category. With a good network marketing company behind you and a few years of hard work, you will have the potential to secure your own financial and time freedom.

That begs the next question.....



How Do You Identify a Good Network Marketing Opportunity?

There are ten key points to consider:

1. Is the company well-established and financially sound?
2. Are the products of excellent quality and available now?
3. Is there growing and sustainable demand for the products?
4. Is there a renewable (or consumable) element to the products (for repeat business)?
5. Who are the owners of the business and what is their experience?
6. Is the pay plan fair and generous?
7. What product, business and personal development training is available?
8. Are there verifiable testimonials from successful people?
9. Would you personally use, like and believe in the products?
10. Are there tools (advertising collateral) available to help you market and promote the business?

Of course, there are many other factors to consider such as support in your area for new representatives and so on. Many of these will vary in importance from person to person. Do your “due diligence” and check out your options. Speak to people who are already involved in the business. Has their experience with the company been positive and do they recommend it?

Time spent at this stage will pay massive dividends later. It’s far better to chose a good company and stick with it rather than try a number of different opportunities that may present themselves as you do your initial research.



More Good News

Your search for a suitable network marketing opportunity could start and end here. I believe we have found a business that offers everything that you should be looking for and much, much more. We have discovered a company with truly **global potential** that is poised to be the first billion dollar player in its market sector. And it's only just the beginning

Here are some facts to consider:-

1. The Internet is the fastest growing industry in the world
2. Video is the fastest growing sector on the internet
3. Network Marketing is the second fastest growing industry in the world – second only to the growth of the Internet itself.

We have a business that is involved in all three!

When you take a tour of our web site www.addnewincome.com you will find details of a superb organisation called **MyVideoTalk**. This company is experiencing massive expansion on a worldwide scale and offers a unique proposition for you to capitalise on the global growth of the Internet.

We genuinely believe this to be a once in a lifetime chance to get involved on the ground floor with a company that is going all the way to the top. Imagine where you would be now if you had a stake in Google or Ebay before they became household names. ***What would that be worth to you today?***

Add New Income

Special Report



MyVideoTalk
bringing the world closer together

MyVideoTalk's main products are video e-mail, video on web sites (you've already seen one example of this on www.addnewincome.com) and web conferencing. They use leading edge technology and the products are priced for a global mass market.



Video e-mail example



Web conference example

The Company is privately owned and debt free. The owners and founders are hugely respected in the industry and rank among the top 1% of earners. Their pay plan is unique and the most generous we have ever seen. They have pledged to stay ahead of the competition and their track record backs up this claim.

A world famous market research company has been quoted as saying **video e-mail will replace text-based e-mail as the primary method of communication for businesses** and that will happen in the next 3 - 5 years.

The same report also states that over the same period, **web conferencing will become as essential a tool for businesses as the telephone is today.**

What a market !!

What an opportunity !!

But don't take our word for it – check it out yourself !!



Your Personal Action Plan

1) Get more information. Check out the following web sites:-

www.addnewincome.com for general background information.

www.myvideotalk.net/52675 for information on the products

www.myvideosystem.com/52675 for information about the business opportunity

www.myvideotalk.com/52675 for information about the company and to enrol

2) Check out what the successful people say about the Network Marketing Industry and this fantastic company. Contact us and we can tell you about our success but more importantly put you in touch with other people who are also generating very significant additional or replacement incomes with MyVideoTalk.

3) Join us on a live web meeting. These are held on-line on several times each week. You don't need to download anything or install special software. You don't even need a webcam if you simply want to see what this is all about. Your only requirements are a computer with sound capability and a broadband Internet connection. Contact us and we'll give you details of the next meeting.

4) If you have a webcam, visit www.myvideotestdrive.com/addnewincome and you can even try sending some video e-mails to see how easy it is.

5) Gather all the information you need and get back to us with any questions that remain unanswered. We'd really like to help.

6) If you like what you see and hear, take action and start your journey to success and financial freedom. Join us **now!**



Contact Us

We sincerely hope you enjoyed reading this report and found it useful. We look forward to receiving your comments and questions.

Please do give us your feedback. It is important and we'd love to hear from you.

David & Lyndsey Pettigrew

MyVideoTalk Independent Representatives

Bringing the World Closer Together

t: +44 (0)1324 579900

e: david.pettigrew@addnewincome.com

w: www.addnewincome.com

