

Income Initiative

Paul Evans

- Online
 - Nicheology
 - Offline Internet Profits
 - Content Goldmine
 - Instant Speaking Success
 - Teen Life Ministries
- Offline
 - Genesis Business Group
 - Covenant Partners
 - Eternal Networks
 - Cornerstone Catering and Cafe
 - Professional Speaking

Failure "Rules"

- "Average"
- Buying without Purpose
- Distracted
- Chasing Dreams
- Desperately Seeking Systems
- Can't Seem to Make It

#1 Problem

- Not a lack of money
- Not a lack of time
- Not a lack of focus
- Not a lack of intelligence

Copycat Cloning

- 1-2-3 as THE Answer
 - Do this to experiment only!
- Picasso
- Trump
- Armstrong

Why Copycat?

- Quick
- Easy

Sir Joshua Reynolds

"There is no expedient to which a man will not resort to avoid the real labor of thinking."

"The Strangest Secret"

Some years ago, the late Nobel prize-winning Dr. Albert Schweitzer was asked by a reporter, "Doctor, what's wrong with men today?" The great doctor was silent a moment, and then he said, "Men simply don't think!"

"The Strangest Secret"

Rollo May, the distinguished psychiatrist, wrote a wonderful book called *Man's Search for Himself*, and in this book he says: "The opposite of courage in our society is not cowardice ... it is conformity." And there you have the reason for so many failures. Conformity – people acting like everyone else, without knowing why or where they are going.

Conformity

- Focusing on "Anyone"
 - Websites
 - Set-up
- Ignoring the Unique
 - Voice
 - Experiences
 - Insights

Conformity Antidote 1

- **Income Identity**
 - Your Strengths
 - Your Value
 - Your Design

Conformity Antidote 2

- **Strength Strategy**
 - Fits You
 - Flows from You
 - Forms
 - Personal Products
 - Affiliate Marketing
 - "Rights"

Conformity Antidote 3

•Core Connection

- Attract "Perfect" Customers
- Congruent Message
- Aligned Outcomes
- Consistent "feel"

:: I.I. Code ::

**Income Identity +
Strength Strategy +
Core Connection =
Unique Online Business**



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