

I am no longer alarmed at 8 am. (There's a reason they're called 'alarm' clocks.)

I sit in bed smoke a cigarette scratch that itch. Brush my teeth and light another cigarette. Get changed walk my dogs to the nearest Starbucks, making sure they unload on the way. Grab a cuppa and light a cigarette. Read the morning paper light a cigarette....

Get home open my outlook inbox, light a cigarette. Made a thousand dollars last night while I was sleeping. Maybe answer a few emails, write an article, and smoke a cigarette....

At this point I may decide to work on a project or call it a day....

Break for lunch, call a friend have a 2 hour lunch break, more often than not my lunch partners talk about their job, boss, salary. All moot to me because I don't work for anyone. Light a few cigarettes in between.

Play games on my PS3 till evening or watch TV....

Have dinner that evening at a delightful new restaurant; again listen to my dinner partner bitch about her job in between puffs. Gosh everyone hates their job....

All in all, I think that this has been a perfect day. I am very happy. I've discovered that lifestyle and freedom of choice are the true benefits of unemployment.

Then light another cigarette....



## LIFESTYLE OF AN UNDERGROUND EBAY MILLIONAIRE

## CONTROVERSY & ACCEPTANCE

Let me warn you in advance. What you're about to read is not your ordinary, old, dragged through a hedge backwards, overused, oversold and overstated self-help course that contains a load of fluff about how you should live your life through magic, praying, mystical powers or mantras. While some of these methods may work for some, I've been there, I've done that. As far as buying these books, courses, audio's and video's go, if it's out there and being sold, it's a safe bet I've studied and thoroughly tested the concepts and techniques in my constant quest for heightened understanding, knowledge, improvement, efficiency, and lots, and lots of money.

I'm writing this book today with the hope that someone out there that's as eager as myself, constantly striving for success stumbles upon it, and saves themselves years of testing, years of trying the dud methods and utterly wasting their time.

So what's controversial about this? Well, throughout this book, I'm going to be talking about a lot of things that people do not want to hear. It'll be like an icy cold wake-up call for those who stick with it. I'm getting ahead of myself already though.

Let's begin with what you're about to experience this book. That's the most important thing right now. I'm going to give you a quick rundown through this introduction section about what's to come, how to use the information, and what makes this document entirely different to anything else out there. If you want to skip it and get straight to the meat of the book feel free. As you're about to find out, my rules for success are very lax compared to those harsh regimes you've probably read about. The whole 'You must do this every day, 15 minutes a day to see results' doesn't suit my personality at all. I don't fancy brainwashing myself to think things are better than they are. My mind needs to be fresh, crystal clear, and imperatively in touch with reality.

## HOW TO USE THIS BOOK

### YOUR FIRST CHOICE

I've said it already, and I'm going to say it again. How you use this book is entirely up to you. I'm not going to overtly lecture you throughout the whole thing about how you have to do everything written here or this won't work. That entirely defeats the object of the whole thing. Instead, I'm going to give you all the information I have, through my extensive research, data collection, testing, and real life application, show you it absolutely positively works, and leave it all up to you. Don't like something? Great, that's your choice entirely. You don't have to use it. Like something you read? Great, go ahead and put it into action and watch the results roll in. I do have some suggestions for you however, just to get us started. Pick one of these, or come up with one of your own. Make sure it's something you're comfortable with. Everyone will feel included, everyone will find something that they can take away from this course, and everyone will feel comfortable doing that.

- **METHOD A** – The course is split up into eight chapters. One introduction, one summary at the end, and six big knowledge-based bits in between. You could read through and take each section and apply all points in a chapter right away. Wait a week until what you've applied becomes a habit, and then move on to the next, and so on until the end of the course.
- **METHOD B** – Each main chapter is split into up to smaller segments making on single point each. You could choose to take a single point from a section, and apply it until it becomes habit (as often as you feel necessary and have the time for), and then move on to another point, repeating the process all throughout the course.

- **METHOD C** – Take a general read through the whole document, and then backtrack, picking out the points that you like the most, apply them until they become habit (as often as you feel necessary)

Notice I'm talking about what you feel to be necessary depending on your personality, how long it takes you to assimilate a new habit, and which ones you see fit to apply. The reason I've done this is so that you're not constrained. It's a well-known fact that if you're told you have to do something, or you need to do something, you're going to end up avoiding it, skipping it, and putting it off. The first mistake of the amateur wannabe book writer is telling you what you should and shouldn't do, what you can and can't do and when you have to do it. Here you have a choice.

When you're in control yourself and are free to pick and choose what you do and how often, the pressure is off, and often, you'll find that you want to do it. What happens when you want to do something? Not only is it highly likely you be massively better at what you do, but you'll also enjoy it, because it's not a chore anymore. The first tips are coming out already, consider this one a freebie. Even the most dedicated business owners that look like robots on the outside get more done almost effortlessly when they give themselves the freedom not to do it. At first glance, it sounds like a contradiction. Think about it for a moment though.

When you're done, we'll move on keeping this at the front of your mind at all times: It is your choice. It will continue to be your choice throughout this book. Cool huh?

## ABOUT ME, MY BACKGROUND

And how it relates to you and this course.

I want to give you a little bit of my background now, a little about myself, the person writing this to you. This will give you a better understanding of where I'm coming from, why I'm writing this to you now, and it'll introduce some concepts that show you further that this course is entirely different to anything else out there and why in my experience, it works for far more people than anything else currently being sold.

First up, I grew up in a very normal middle-class neighborhood. We weren't exactly rich, but we weren't really poor either. I noticed at a very early age, barely anyone around me however had any ambition to move forward, to change, to develop, and to break out of the 'normal' box. Aside from myself that is. They were just happy to scrape on by, working their 9-5 jobs for, let's face it, pretty meager pay compared to what self employment and owning a business can bring in.

My education was ok. Again, pretty standard. Primary school, secondary school, high school, bit of college here and there. At least until I hit 17 years old. But I'll get to that in a moment. Up until this point, I'd been keeping a diary. I'd got 9 years worth at this point, and I remember exactly how it started.

I had a conversation with a school friend of mine. One of the other pupils happened to be doing incredibly well with something that I wanted for myself. I remember saying 'I wonder if I'll ever be that good', and my good friend replied to me 'Of course you will, isn't it obvious that if you copy what he does you're going to get the same results?'

That was where it all started for me. My very first diary entry documented this, and on a daily basis ever since then, I've written down at least one thing I learned, put into action and tested out, all for the sake of wanting to be successful, and surpass these strange people that couldn't be bothered to actually try and do anything interesting with their lives. I was going to do what I wanted to do, when I wanted to do it, and be the best at it. Once I had enough knowledge and learned enough I thought. (Just for the record, that above statement was presented to me when I was 8 years old, and of course, we know now it's not strictly true. This is just how it all started).

Either way, I wanted to be a success, and as I saw it at the time, stay a kid forever. Not in any Peter Pan kind of way, because even eight-year-olds know that's not going to happen, but in a lifestyle kind of way.

Freedom. Money. Spare time. Enjoyment of what I do. No worries. Little did I know when making that first entry as the innocent and naïve middle class kid, with no clue about the real world and how harsh it was and how hard this concept would be to master, realize I was already shaping my future.

So I knew what I wanted. The problem was I sucked at getting it, which isn't really all that helpful given the situation at the time. How did I suck? Well, let's see. First I barely ever went to a lesson at school. No subject aside from business really ever interested me, and even when it did, I was a pretty crap and slow learner anyway.

The fact of the matter is, I didn't have what it took to be successful (as you have probably guessed by the above). I was still on my quest though, totally blind to the fact that I had everything I needed right there. All it took was for one person to put me up for the night to figure out what I'd been doing wrong all these years.

Out came my previous diaries from storage, and I decided to have a look over them. I remember clearly thinking that I best get some rest in a bit, I'll just read this little entry. The next time I looked up, it was getting light outside. I'd missed the night's sleep, but gained something far more valuable.

You see, what I had in these diaries was a record of pretty much all I can remember of my life. The significance of this was the lessons I'd learned each day, and the things I'd attempted were having an effect. Because I recorded all the results, they were having a very visible effect. Some good, some bad, but all very, very obvious.

On that hot July morning, it hit me. I have a roadmap to success right here. Look, I did this, this and this and I ended up the most popular kid in school, a massive circle of friends, no worries in the world, top grades, enjoyment, total bliss. Then, looking further forward in the diary, I'd tested different aspects. Aspects that resulted in my studies failing, fallings out with friends, getting lazy, losing my shape. But it gets even better still.

All of these things without my diary I would have put down to 'luck' or lack thereof. 'It happens' I might have said, or even 'That's life. Leafing through those pages that morning though was the first time I'd made use of what I'd written down in a practical way. They were just short term experiments to me previously. Little did I realize these pages were packed with valuable experiments and clear and steadfast results.

Everything from how to leave a party after an hour having met everyone there, to avoiding awkward silences in conversations with people I met for the first time, all the way to the big stuff; how to learn faster than anybody else, how to become better than anybody else at a specific activity that they'd been doing for years, how to guarantee certain reactions from certain people in varying situations. This is where it began to get seriously useful.

I have over 3000 entries detailing almost a thousand experiments over the years, and what's more, I had written proof right in front of me from my main entries. When my experiments went wrong, it showed in the entries. When it went right, it showed too. The correlation was so obvious now. It's all I had, so I took it, and started using my writing as a tool to claw my way back the rest is history.

A job, my own place, promotion after promotion, after promotion. Then I got bored of that and quit out of the blue looking for new challenges. Then came the online marketing. In the last week of February that year, I took over \$100,000 in sales. I repeated the process in the first week of March. Then again a couple of months later in a separate project, and I'm now about to do the same again in August (after some relaxing time off). I also now trade successfully on the stock market during the day after just five days of training and sixty action packed days of solid practicing and perfecting. How did all that happen? My diaries. If I look back over them and find something I tested a week before I went downhill, and tested it again, the same thing happened. I've tested this theory so many times and it never seems to fail.

I am your mutated experimental lab rat if you like.

I'm here to share with you what I taught myself. How at the simple change of one repeated daily action, a very negligible change that seems almost irrelevant (and would be put down to luck without these records) I can make myself homeless or rich. Either end of the scale. I'm also going to be showing you how this works for other people, and in some instances, how I experimented on others without telling them I was doing so.

Only when they realized the change I told them what was going on. (Don't worry it was humane and harmless, and no it wasn't hypnosis either. It was more along the lines taking people up the social ladder very quickly, changing the way others feel about them and how successful they are at their chosen sports or hobbies, simply by introducing my concepts to them and suggesting they try a particular method that I 'Heard about on TV the other day').

I won't lie. I don't know everything there is to know about being successful, but what I do know doesn't blur any lines, and there is no question that many of my methods had and do still have a massive effect on my life every time I play with them, from the good, to the bad. Either way, I'm in total control now.

I hope you're ready, because that's what I'm about to teach you in this book. What you've just read is the history of how this knowledge came to be, and how I proved it works 1000 times over (literally).

## WHAT MAKES THIS BOOK DIFFERENT?

Why this book and not others?

I'm going to keep this one quick and simple, because if you're still here, there's no doubt in my mind that you're eager to get into the main body of the book and get changing the outlook of your business. So here it is; five reasons this is different from anything you may have experienced before as far as this genre of books goes.

- **REASON 1** – I'm not going to tell you how to run your life. I will never try to force a piece of information on you, or tell you things like 'If you do/don't do this for 15 minutes a day you will succeed/fail at everything'. You are in complete control of what you do and when you do it. I will however give guidance and suggestions along with my findings, experiments, stories and opinions, so you won't be left entirely in the dark. Follow my rules, or make up your own. It's up to you.

- **REASON 2** – I've adapted my findings and diary entries to business and tested them over an eleven-year period in this theatre, and that's just online. At least 700 of those 1000+ experiments that I carried out can be applied in business situations. I have no interest in changing your personal or social life for you. Although much of what we talk about here will also benefit you in this area, my primary concern is, as advertised, business success.

- **REASON 3** – I am not a guru, I am a normal person, who is not naturally gifted at much (if anything) I had no ambitious role models to learn from, only my experiments. I started from zero, with one set of clothes, a pen and paper. I had no jump start of any kind. I was not born into success and then decide to write a book about how I became successful (which seems to be a common sight nowadays). All of this is an advantage because I now know how to become successful from nothing unlike many other attempts at this sort of thing from people who got it handed to them on a plate, and suddenly think they're qualified to teach others how to make it big from nothing. You're getting the real deal here. This has been a part of my daily life since I was 8 years old.

- **REASON 4** – You don't have to wait for it. While I will be talking about attitudes and approaches to specific situations, I won't be focusing on positive thinking. Every single word I write for you is action based. It's something you can act on if you want to, not something you have to sit back and 'wait for it to come to you' like so many teach (just for the record, some of them are right in their approach in my experience, however they always neglect to talk about action unless it's in the form of meditation, mantras and stuff like that. None of that here. All business- oriented action).

- **REASON 5** – Practical application. I'm going to be showing you how I integrate all this into my lifestyle and apply it to my business. I will give you directions that you can follow if you choose to implement that particular point and require guidance on how you might do that. Each point we're going to discuss is individual too, so you don't have to plough through the whole thing just to get to where you can apply this stuff. I'm aiming for a maximum of two pages per point. At that stage you should be able to apply what you've learned.

**And there we have it; the introduction is out of the way. I hope you enjoyed that little back story at least, and I also hope it gave you some insight into exactly where I'm coming from in my writing and why I'm qualified to be doing this in the first place.**

## DISCLAIMER

Lastly before you bolt off and get started...

I have strong views. Some of you won't agree with me on various points, some are controversial, but in my experience all work. I passed them on to family, and it worked for them. I passed it on to friends, colleagues and business contacts and it worked for those that would listen. Now I pass it on to you. Do with it what you will, but don't let your preconceptions and opinions hold you back. There's going to be a lot of breaking the mould with this document, and you're likely to be at the centre of the whole thing. \$