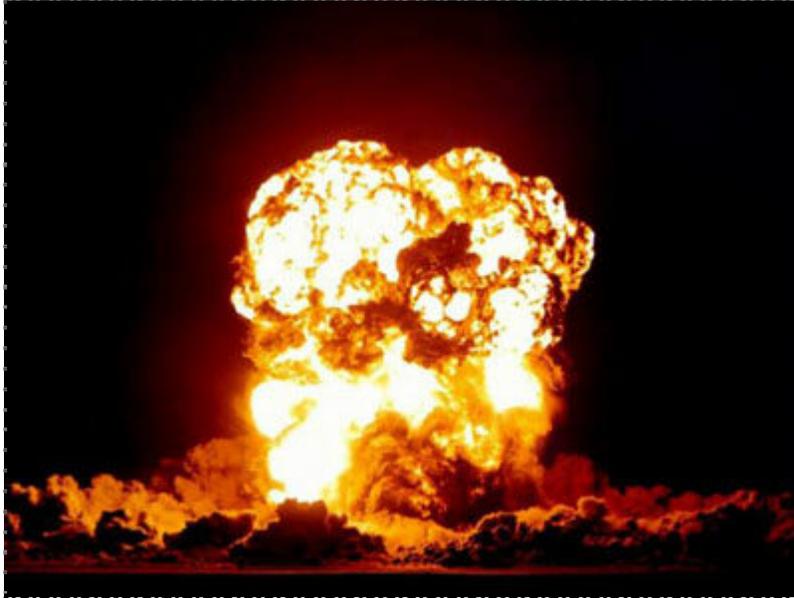


# **“The Six Figure Explosion!”**



**No Fluff...  
Straight To The Point...  
System On How To Make  
Six Figures Online!**  
The Hardcore Truth Exposed...

**By Derek Tomei**

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## **No Introduction Here... Let's Get To It!**

I am not going to hold back with this report. I am going to tell you my beliefs and insights on how you can make six figures online. I'm going to tell you how I have made six figures online and how others make six figures online.

...without hype

Now, there will be a lot of hard-hitting information here and a lot of beliefs and theory's, but all in all, I'm going to do my very best to provide you with what I know and believe in.

First off, I have made six figures offline with my own business as well as six figures online. My own goal is to reach 1 million in gross revenue. I reached six figures in less than one year of getting serious online. Before, I was just messing around and reading forums at work and just not serious. As soon as I got serious, it took me less than a year.

You are going to find a lot of mindset stuff here, because IT IS THAT IMPORTANT. And, you will find real world systems that I use.

Ok, ready?

Let's get some ranting and tough love out of the way first. This might sound negative, but it is not.

First, too many marketers are not serious enough. They treat this like a game, or some side thing. They just buy products left and right and don't implement anything.

They are wannabe marketers. Many of them are afraid to launch anything at all. Most of them half-ass everything and most do not work hard at all.

Most feel entitled and expect everyone to provide their wealth for them. Most just react. Most just bounce around. Most are not serious. Most are so distracted they forget what they were going to do in the first place.

Most do not even read the products they buy. Most do not even put in 20% of the effort it takes to make it. Most procrastinate. Most people start something one day, and then never touch it again for weeks – and then forget they even had that idea in the first place.

Most people out there are not serious. Most people are lazy. Most people are not easy to work with, or partner up with. Most people are afraid or fear.

Most people let their own emotions get in the way. Most people look for someone to hold their hand. Most people cannot think for themselves – they need others to do their thinking for them.

Most are insecure and lack self confidence. Most look for some secret strategy or secret tactic that is easy and will make them rich.

Most are just dreamers, spending or wasting their time online because they are suffering from boredom. Just like people play video games, or watch TV to fill in their time and entertain their minds, the same goes for most IMers...

Many-many marketer's online act like they are making big money when they are not. Don't get me wrong, many do make big money, but most don't – and still act like experts or act like they are making money when they are not.

Many people buy products and don't even download them. I'm serious, testing proves this...

I could go on and on with this rant, but the fact of the matter is... all of the reasons I explained above are really what keep marketers from making six figures – or any money at all.

Now, we all have our challenges and nobody is perfect, but when it comes to making six figures online, there is one major thing I want to get across right off the bat!

This is a business!

Just like any other business in the world, it requires work. It requires determination, consistence, persistence, skills, knowledge and mindset.

It requires sacrifice. I'm talking about sacrificing TV, or video games, or whatever people do that get in the way.

Example: One person says he cannot make big money online because he has kids and a job. He has no time.

Find the time, sleep less, watch less TV, hire a baby sitter, and sacrifice some stuff so you have some time.

And, when you have time, work smart. Use the time wisely to get things done.

I'm not telling people how to live their lives, or what their priorities are, but I am telling people that this takes work and time.

Here's a problem: Most people either do not have the time or money to make big money and build a business. Right... Make the time. We all have the same 24 hours in a day. It is those who use those 24 hours best that make big money.

I often think of a quote by Jim Rohn. I'll paraphrase it a bit here as best I can remember off the top of my head:

"The same wind blows on us all. The wind of opportunity... the wind of trouble... the wind of stress... The same wind blows on us all. Therefore, it is not the blowing of the wind, but the setting of the sails that will determine our direction in life."

In a nutshell: People don't make six figures online because of their work ethics, mindsets and skills. It is rarely because of a lack of strategy.

In fact: I'd say that of the marketers online who are not making six figures, 97% of them are not making six figures because of what I have explained so far.

To be part of the 3% who do make six figures, it requires not doing the things I have explained.

To be part of the 3%, it requires treating this as a job, or as a business and putting in daily, consistent effort, like people do at their jobs.

However, so many folks are conditioned to believe that they can put in effort on the side (not even part time, but spare time) and expect to strike it rich.

If you took a part-time job, you would be required to be on a schedule and work a certain amount of hours per week. If you do not show up, you lose your part time job. If you do not do a good job, you lose your part time job too...

The truth is that most people will never do something that would cause them to take an extra step towards success unless their boss told them to do so.

It's the same reason gyms flock with new members in January when new years' resolutions are fresh... and by April wither back to the usual small committed crowd.

... That reason is because WINNING IS VOLUNTARY!

Those same people would endure at the gym if it was required by their boss but will never remain consistent on their own.

Think of it this way...

Look at what you're currently doing in your business and what you're producing for your own results and ask yourself: "If you were your boss, would you fire you?"

If you were paying someone to produce the results and have the commitment you currently have yourself, would you fire that person?

If so, I challenge you to... fire yourself! That's right, right now!

Of course, you can next hire yourself back but under new conditions... the basic condition being that you're going to do what it takes to get the job done... even when you don't feel like it.

This may seem an absurd exercise, but it was shared with me by a friend and I firmly believe in its effectiveness. It all comes back to personal accountability.

Spare time would be... well, whenever you feel like it. Spare time is like, going to the movies... or going swimming in the lake... or playing miniature golf.

How is that going to result in riches?

Sadly, most people treat this business as a spare time thing. That is why forums are so popular. People go there and slowly, slowly learn how to do things.

The best thing to do is just start launching stuff – even if that stuff sucks and is terrible. People would be better off just closing their eyes and picking a niche, then write a product in an hour, then write the salespage in an hour, slap a PayPal button on it and start driving PPC traffic at it... then improving it each day...

However, most people never even get that far!

So, I say to you, right here and right now, if you want to make six figures, get to work!

Start doing instead of talking. Start working instead of playing. Start thinking... Start planning... Start getting serious...

## One More “Heavy” Section...

Actually, this is not negative at all. It is as positive as it gets. But, it is the truth and I’m not going to hold back. This report, although short, could be so valuable and so impacting, six figures could be right around the corner!

Back on track:

If you are not making six figures online, here is the number one reason you are not:

It is because of you.

You see, the minute you take responsibility for everything in your own life, that’s the minute things will change for the better.

Therefore, the first place to look... is in the mirror.

What is holding you back from being serious? What is holding you back from working hard? What is holding you back emotionally? What is getting in the way as far as time is concerned? What is distracting you? What hang-ups do you need to let go of?

You see, you already have all the resources and intelligence to make six figures online. It is there, I guarantee you. It’s all the other crap that’s getting in the way...

So, look in the mirror and figure out what is getting in your way. Then, fix all of it. You have to have a foundation in order to build a big business.

However, so many people say... “I don’t want to replace my job with another job”...

Well, good luck!

It is those who work hard who make the big money. Those with that mindset will forever be completely limited on what they can earn.

Passive income is fantastic. But, even if you generate \$4,000 per month of passive income... is that enough? Or, will you want more?

To grow your income means to grow yourself.

It means to grow your own self confidence.

Why is it so many never make it, and so few do?

It is surely not the methods or strategies... It is the person. It is the mindset. It is the work ethic.

I am writing this report at 4:28 AM. I have not slept yet. I will crash asleep in a bit and finish this report when I get up. I have been working since 2:30pm. I make six figures online already. Why am I working?

Well, I want to help others do what I do. I believe I can make a difference. I enjoy it. I love it. It is fun. It beats the hell out of fighting traffic and working some day job!

Don't get me wrong. I take plenty of breaks. I go on vacations all of the time. But, that's just me. I put in my hours though.

Here's the kicker...

So do all the other successful marketers. Don't let them fool you. Most of them are busting their asses working.

However, it is in their pajamas. They are working from home or in their own offices.

All in all, to get to the six figure level, it is going to require changing whatever you have been doing. It will require working hard and sacrificing some stuff.

Example: John Reese is a millionaire. He made 1 million in one day. However, he still works hard. Why? Well, I'm sure it's because he loves it and is passionate about being all he can be.

So, when someone says, I don't want to replace my job with another job - that is a big clue that they just don't get it.

That is a pretty lazy thing to say in my view. It's not really a job... it's being your own boss and working in your pajamas. Hence the word "work" in your pajamas.

One last thing. I know that there is one word that should not be on any salesletter. That word is "work". You know why? Well, because most customers do not want to work.

That is why most customers will always be mostly customers and not sellers. Makes sense huh?

I have a few main rules when it comes to mindset, and I hope you take these and paint them on your wall for constant reminding...

Here they are:

### **Rule Number One:**

The law of cause and effect: You've probably heard that five billion times before. However, read closely and make absolute sure it sinks in... IT IS THAT IMPORTANT!

Everything has an effect. If I kick you in the knee there is an effect. I caused you to be in pain by kicking you in the knee. If I read a book, I learn something. If I work for 5 hours, I get things done and move closer to achieving my goals.

Whatever you are experiencing in your life today, YOU CAUSED!

Whatever you experience in your life in the future, YOU CAUSE!

As soon as you take personal responsibility for everything that happens in your life, you'll be one step closer to success or achieving your goals.

The law of cause and effect is so critical to understand. It is everything. It is paramount. Your choices... ALL OF YOUR CHOICES... shape your life and results.

You have choices all day long, everyday. Do you write that book, do you contact that potential partner? Or, do you watch that TV show?

Do you sleep for 9 hours, or do you sleep for 5 hours?

Do you eat a cheeseburger or a salad?

Everyday, you have choices to make. Choose wisely... It is cause and effect. You do not have a six figure income yet because you have not made the choices that create a six figure income.

Do you want a six figure income? I mean, do you REALLY WANT A SIX FIGURE INCOME?

Are you passionate about it? Is there a fire inside you to achieve it? Do you believe you can achieve it, or do you think you are not capable?

Do you even want to make six figures from home online?

If so, then you need to make a solid commitment to yourself to make the right choices each and every minute of your life to accomplish it.

Like I said, you have the smarts to get it. You have the resources to get it. But, do you have the mindset to get it?

The mindset is 90% of what it takes. The rest is just a matter of effort... that's all.

I had a day job. I worked 40 hours per week and drove two hours in traffic each day. I got home about 7pm. I would get home, eat dinner with my wife, hang out for a while with her, and then get to work. I would work until midnight or even later sometimes.

I did that for six or seven days a week most weeks. I did that for about 9 months straight. Almost everyday, I worked my tail off at my day job and at home on the computer.

Here's what I caused by doing that:

I created a six figure income, quit that job... I got a beautiful house... I have gone on many vacations. I purchased a big HD TV. I bought new furniture. I now plan on hitting a million per year!

What did I do? I made certain choices that caused an effect. That effect of what I caused is what I'm teaching you right now...

It is not the choices you make today, or tomorrow, or next week, but it is the choices you make over an extended period of time.

It is cumulative.

It is working when I am tired. It is working when I am frustrated. It is working when I fail. It is working when I am distracted.

Master the law of cause and effect, and your entire life will change before your eyes!

### **Rule Number Two:**

Emotions prevent people from achieving, so master your own emotions. We all have our weaknesses. We are afraid. We have low self esteem from time to time. Sometimes we are motivated and other times... not.

Whatever emotions you are experiencing should not get in the way of working. If you fail badly and all of a sudden have all these emotions, steam roll over them and keep working.

Make it a rule to not let your own emotions get in the way. Sit down and write out all the emotions you think get in your way. Ask someone who knows you well to analyze you and give you constructive criticism. Figure out what your key "holding back" emotions are and master them.

I would say that most people don't make it, because they let emotions stop them. Are you doing that?

### **Rule Number Three:**

The law of work ethic... I have mentioned work many times. Well, it is one of my big rules. I heard one famous marketer say that he worked so hard his eyes bled.

There is just no substitute for hard work – except smart work. But, the trick is to work hard and have an attitude of hard work. Have a strong work ethic. By having a strong work ethic, you will be able to work smarter.

The problem is that most people try to refrain from working hard – ever! They are so sold on being lazy, and getting instant gratification, that they lose their work ethic.

So, if you are not there yet – to six figures, then WORK HARD. Later, you can figure out how to work smart. But, first comes working hard.

Some people will read this and completely disagree. Fine, how much do you make?

Point served...

### **Rule Number Four:**

Be positive and not a constant complainer. By being negative, you are just setting yourself up for failure. By being negative, you are reminding yourself all of the time about negative things. You will have a hard time succeeding if you are constantly feeding yourself negative thoughts.

Here's an interesting concept to ponder: Successful people focus on the future and it pulls them up. Unsuccessful people focus on the negative experiences or perceived limitations of the past and it pulls them down.

The truth is that there is no "in between" on the path to success. You're either being pulled up or pulled down. Any attempt to remain in a straight line will pull you down eventually.

Replace every negative thought with a positive one immediately. Try going one day with just positive thoughts. I'm not going all mystical on you; I'm just expressing a solid belief.

If you are going to partner up with others and work with other people, then be positive at all costs... even if you feel negative!

Just remember the same thing your parents told you as a kid, be careful with whom you associate. The law of association is just as true as an adult as it is as a child.

You are the combined average of the five people you associate with the most. This includes the way you walk, talk, eat, dress, think, and the financial success you will attain.

It is literally impossible to have a positive attitude if you surround yourself with people with negative attitudes.

You really have to assess who it is you associate with. Does this sound harsh? Maybe so, but it's not intended that way.

Think of it this way... when I graduated college and went into my next venture, did I just take all my buddies with me? Did they take me with them? Of course not!

The truth is that we all venture down different paths and begin new things in life. Just make a habit of associating with successful people who have achieved or are achieving the same goals and desires you have as one of those changes in your life.

This doesn't mean you need to eliminate contact with friends. After you take your assessment it will be clear that there are certain people you spend 2 days with now that you need to bring down to 2 hours, or 2 minutes or even disassociate with completely.

The same is true for positive people right now you spend 2 minutes with that you need to bring up to 2 hours or 2 days!

The whole point is to be conscious of your associations and recognize the tremendous power and influence it will have on you.

### **Rule Number Five:**

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Act as if... This is a big rule and may seem kind of hokey, but you need to have the self confidence and position yourself as an expert in your niche.

You need to have confidence and allow opportunities to come to you! It is how you position yourself, your products or your services... that matter big time.

If you want to be a six figure earner, act like you are six figure earner right now. Your mind will get used to the thought processes and believe you to be worthy of making that kind of money.

This rule is hard for most people to understand. Most people think I am talking about deceiving people, and it is not that at all.

... Not even close.

I am talking more about how you think of yourself. Imagine working at a job where there are hundreds of people who all wear t-shirts and blue jeans. Only the upper level bosses wear nice suits and dress clothes. However, you wear suits or dress clothes too – as a normal employee... People would treat you a certain way, and most importantly, you'd treat yourself a certain way.

That is just an example of what I'm trying to say here. Your own mental makeup of how you view yourself is absolutely paramount – no matter what you are looking to achieve.

It is a way of fast forwarding your own mind, and self confidence to the place you want to be.

Don't discount off this rule. It is important. Ponder it and think about it.

**Rule Number Six:**

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Make quick and decisive decisions! Every millionaire I have ever met presents this type of decision making ability. It is much better to make quick and decisive decisions than it is to delay, fidget, and make timid decisions.

Take a look at what Napoleon Hill has to say in *Think and Grow Rich*...

"Analysis of several hundred people who had accumulated fortunes well beyond the million dollar mark, disclosed the fact that every one of them had the habit of reaching decisions promptly, and of changing these decisions slowly, if, and when they were changed. People who fail to accumulate money, without exception, have the habit of reaching decisions, if at all, very slowly, and of changing these decisions quickly and often."

Being bold will bring you much better results than being timid, even if you are nervous, or not fully sure...

It is those timid thought processes that delay and end up killing what is to become. If you are working with others, you absolutely have to be positive and make strong decisions.

**Rule Number Seven:**

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Be a master of "change"! Change is critical. Growth is critical. To grow "you" means to "change". To grow your business, means to "change".

Most refrain from change. They hate it. Be the one who loves it. If you are experiencing change right now, then great! That means something good is trying to take place.

Sometimes, with companies, a fresh new person introduced to the company can skyrocket the results of the entire company, because the new person brings "change"...

Just don't let "change" distract you and prevent you from taking action. That's not what I mean.

I mean to invest in "you" and be welcome to change. If you continue to invest in "you" you cannot help but to change.

With companies, it's no different. With partnerships, it is no different. Change can be tremendous.

NOTE: If you are partnering with others and find that negative change is taking place, then that is not the right "change". The right type of change is that that moves you forward – not backward.

Be careful who you partner with. Make sure they speak in the same voice as you. Make sure they are like minded and possess a similar attitude as you do.

And, if they rub off on you in a positive changing way, then great! If they complain, fret, slack off, distract, and remain negative, then perhaps the best change will be to change partners.

Change is inevitable no matter what – just make sure it's positive change and you'll grow faster than ever before!

## **The System for Riches**

First you need to realize that you need to sell and market either products or services. A product may be an ebook or a software script. A service would be something like copywriting.

The market or niche you are going after needs things. They want things. They want products or services – or both.

There is a supply of these products and services already out there in your niche or market. In other words, whatever idea you have for a product or service most likely is already being offered.

But: Is it in demand?

Are people already buying "your idea" from other businesses?

Are they buying it a lot? What prices are they paying for it?

First you need an idea for a product or service. Then, you need to know how that idea is already doing for others (supply). Then, you need to know the market and know if they are buying the heck out of it or not (demand).

Too many people try and invent some new idea or product that has no completion. That will most likely fail, because there is no demand or supply.

For example, online marketers are busy trying to make millions. They try all sorts of schemes and such to strike it rich. You could make six figures selling those marketers' tools or information or services on how to strike it rich.

That may not make you extremely rich, but it could.

The old saying is that back in the 1800's people went west to dig for gold. They wanted to strike it rich. Most went back home empty handed, lost out. A few did strike it rich.

However, the ones who sold those gold diggers the shovels and tools, made a serious comfortable living.

Those shovels were in high demand. These merchants just provided the "supply". Bingo!

One of the best things you can do is think up services for your niche. Tons of people are so consumed with earning passive income, striking it rich and being lazy... you can swoop right in and make six figures providing a valuable service.

For example, marketers may be selling books and audios and videos on how to train dogs. These marketers want to make big passive income by setting it up and forgetting about it – while cashing in big time.

You, on the other hand, are a shovel seller. You swoop in and provide a dog training service. You create a consulting, or live question program where professional dog trainers answer people's most pressing questions.

Then, you provide this service to not only customers --- but other dog training websites. Whoa!

Yes, you provide a private label service where those other merchants can profit by selling your service (as their own). Bingo!

By providing services, you are exchanging time for money.

Your commitment to do that (trade time for money) will set you apart from 95% of the people who want to make six figures online.

You will have a very distinct advantage.

All you have to do is "think".

Can you think?

Think up a service that is in demand, and supply it. Compete with other services.

If you grasp what I am saying here, then you may be well on your way to six figures. One online service can provide you with the cash you are searching for.

When everyone wants to sell ebooks online, the ones who write the ebooks for other marketers are always swamped with business.

When marketers want to make \$50,000 in one day launching some new site, the copywriters make money, the graphic artist make money, the membership script owners make money, the auto-responder company makes money, the article writers make money, the customer support people make money, the advertising avenues make money, the affiliates make money, the product creators make money, and on and on...

When most people are lazy, just exchanging time for money online can help you quit your job and get you a six figure "pajama" income.

Then, you can build a passive income and strike it rich!

There are so many niches online where you can penetrate and compete in. There are so many sub-niches and niches within niches.

To find one you like and create a service within that niche or sub-niche can generate a nice income for you.

Then, once the business is rolling, you can outsource most of the duties required. You will always have to keep up with it and manage your outsourced folks.

However, as you outsource stuff with your service, you can free up your time to do other things.

You can launch products and sell them to your customers. You can create new services and do it all again.

You can sell your service business.

The key is now you have a foundation to grow on. Your opportunities open up, because you have more time, energy, money and resources.

You can focus on building a larger and larger niche list. As your list grows, your opportunities and leverage grow.

If you have a service that works well, you have incredible leverage to make more things happen for you.

The system I am talking about for you to breakthrough and make six figures is to create services and combine those services with products.

Exchange your time for money. The money will grow and you will be faced with a decision... quit your job or not.

But... that will be up to you of course.

## Quick Conclusion

The difference between most who make six figures and those who don't is how serious people are.

The more serious you are, the more you will make things happen. The more serious you are, the more you will work.

If you are serious about making six figures from home, then you will not have any problem exchanging time for money.

I'd rather work 6 hours each day from home, seven days a week, than work a 40 hour job.

But... that's just me... and I make six figures in my pajamas.

As far as passive income goes, I've got plenty to reveal on that too. However, the same lessons apply there too. It takes work.

And, it takes having the right attitude, mindset and work ethic, like I've explained in this report.

Basically, here's what you need to know to create passive income. Here is your million dollar formula:

- Find a market where people are already spending money on specific types of products
  - For this you can go to places such as Amazon and eBay. See what people are buying and what they're interested in.
  - Then go to WordTracker.com, get a membership and run keyword lists. Narrow down and find some keywords that have high searches in your niche, but low results. These are called Long Tail keywords and are easy to rank for in the search engines with articles other forms of content marketing.
- Create your own product and compete

- Product creation doesn't need to be a multi-million dollar ordeal
- Take any subject matter, create an outline and record yourself talking about the topic. Then have it transcribed (very inexpensive). You can then sell the audio's and/or the transcription
- ... Take that one step easier and interview an expert on the subject matter and record the interview. You can do it over the phone by using a free conference call recording line that will pump out an mp3. You can find one here [www.thebasementventures.com](http://www.thebasementventures.com). Most experts will be happy to help you out for two reasons: ego and exposure. They get their name out as the expert (and can mention their website) and they get a feeling of importance... which is ultimately what everyone is looking for anyway.

You will need:

- A compelling salesletter (or squeeze page)
- A valuable product that is worth much more than the asking price
- An Auto-responder account to grab prospects and customers
- Targeted traffic

There's your formula for passive income. If you want to know why most people never do that simple formula, re-read the beginning of this report.

I am quite certain I have delivered on how to make six figures in this report. The reason most fail is because of them... not the methods or strategies learned. Heck, I just gave you several methods... but most are lazy and will not implement anything.

... And remember don't let anyone deter you from your path to success. The path to success is littered with people who were put there just to test you to see if you really deserve it.

Not everyone will understand your desire and passion.

Just remember what Emerson said:

"To be great is to be misunderstood."

Most would not even read this entire report. Most will never make six figures because most are just dreaming and talking crap. Most are just bored and are fooling themselves.

Most importantly, most are just not serious enough.

Are you serious enough?

I think you are!

Shoot for the stars!

**~Derek Tomei**