

**Internet
- Electricity
= Opportunity
Webinar**

Background

1. Introduction to a New Environment

2. Securing Access

3. Income Streams via Internet Electricity

4. A Great Business

5. Harnessing Internet Electricity

6. Questions

Needs a Product or Service to Sell - How to Package and Sell Knowledge Online

Needs to find Prospects (Marketing) - How to Find Traffic Fast

Needs to convert prospects to customers (Selling)

- How to Sell More To More People Using Email
- How to TurboCharge Your Sales
- How to Become a Business Writing Rockstar

Needs to get Paid

- Payoneer
- Paypal
- Wise
- Stripe
- SA OnLine Gateways

Needs to keep profitability as high as possible

- Low Fixed Costs
- Low Cost of Sale
- CrashProof Your Business

Internet - Electricity = Opportunity Webinar

No matter what the cause, the major challenge facing most of us is ESKOM's effect on our income and costs.

Our challenge right now is that we have no confidence that the challenges that have reduced income over the past decade will improve over the next decade. In other words, we have faced a decade of declining income, and we still face a decade of challenges with no guarantee of any better outcomes.

1. Background

1.1. Peter Carruthers

1.1.1. 1971: Diabetes

1.1.2. 1984: Started Flirting with PCs

1.1.3. 1992: Started Flirting with Online

1.1.4. 2000: Sorta Online in Australia

1.1.4.1. Saw the money in the web

1.1.5. 2004: Online in Durban

1.1.6. 2006: Online in England

1.1.6.1. First electricity failure

1.1.6.2. First total comms failure

1.1.6.3. Mr Zuma loomed

1.1.7. 2009: Online in Norway

1.1.8. 2021: Online in Las Palmas

1.1.8.1. YOU are your KEY resource

1.1.9. 2022: August: Online in Canada

1.1.10. We're One Keystroke Away from A Goldmine

1.1.10.1. Either

1.1.10.1.1. We don't know it

1.1.10.1.2. We don't have time

1.1.10.1.3. We're scared

1.1.10.1.4. All of the above

1.1.11. Bottom Line

1.1.11.1. I've arrived here the hard way after 38 years

1.1.11.2. I've averaged R115,000/month online since 2004

1.1.11.3. You can too

1.1.11.3.1. As long as you have Internet Access

2. 1. Introduction to a New Environment

2.1. The Problem to Solve

2.1.1. Main Risks in SA

The main risk we face is reducing income combined with increasing costs as we struggle to cope with the challenges of a failing electrical supply.

2.1.1.1. Increasing Constraints

2.1.1.1.1. Essential Services

2.1.1.1.1.1. Electricity

Link: <https://en.wikipedia.org/wiki/Eskom>

2.1.1.1.1.2. Licensing

2.1.1.1.1.2.1. Business

2.1.1.1.1.2.2. Vehicles

2.1.1.1.1.3. Postal Service

2.1.1.1.1.4. Police

2.1.1.1.1.5. Petrol

2.1.1.2. Reducing Income

2.1.1.3. Residual Debts after COVID

2.1.1.4. Debt Recovery by Banks

2.1.2. Beyond Our Control

2.1.2.1. ESKOM

2.1.2.1.1. 10 More Years

2.1.2.1.2. What if ESKOM goes beyond Stage 8

2.1.2.2. SA Economy

2.1.2.2.1. Declining Incomes

2.1.2.2.2. Declining Business Base

2.1.2.2.2.1. 1.5M in 2000

2.1.2.2.2.2. 200K Now

2.1.2.3. Declining REAL Value of ONE Rand

2.1.2.3.1. -----

2.1.2.3.2. 1984

2.1.2.3.2.1. R1 = \$0.67

2.1.2.3.2.2. \$1 = R1.49

Link: <https://www.poundsterlinglive.com/bank-of-england-spot/historical-spot-exchange-rates/usd/USD-to-ZAR-1984>

2.1.2.3.3. 2006

2.1.2.3.3.1. R1 = \$0.14

2.1.2.3.3.2. \$1 = R7.07

Link: <https://exchangerates.org/usd/zar/in-2006>

2.1.2.3.4. 2022

2.1.2.3.4.1. R1 = \$0.058

2.1.2.3.4.2. \$1 = R17.11

2.1.2.3.4.2.1. It is much easier to earn \$1 than R17

2.1.3. Within Our Control

2.1.3.1. Our INCOME is within our control

2.1.3.1.1. WHERE we earn it

2.1.3.1.1.1. It is much easier to earn \$1 than R17

2.1.3.1.2. HOW we earn it

2.1.3.1.3. WHO we earn it from

2.1.3.1.3.1. 1,970 million BUYERS Online Elsewhere

2.1.3.1.4. WHAT we sell

2.1.3.1.4.1. Services

2.1.3.1.4.2. Training

2.1.3.1.4.3. Other Peoples Products

2.1.3.1.5. HOW MUCH it costs to earn

2.1.3.2. Our ACCESS to a market of 1.97 Billion buyers is within our control

2.1.3.2.1. Australia (25 million people, 2.4 million businesses)

2.1.3.2.2. Canada (38 million people, 1.23 million businesses)

2.1.3.2.3. Ireland (5 million people, 272,000 businesses)

2.1.3.2.4. New Zealand (5 million people, 558,000 businesses)

2.1.3.2.5. United Kingdom (67 million people, 5.6 million businesses)

2.1.3.2.6. United States of America (329 million people, 31.7 million businesses)

2.1.4. Your New Economy

Link: <https://www.iab.com/news/study-finds-internet-economy-grew-seven-times-faster/>

2.1.4.1. Building Robust Online Income Flow

2.1.4.1.1. Is there anything that wouldn't be better off, or easier to solve, if you had more net income?

2.1.5. Earning 1700 ZAR in SA

Link: <https://tateeda.com/blog/it-consulting-rates-per-hour>

2.1.5.1. Vs

2.1.5.1.1. Earning US\$100

2.1.5.1.1.1. 1-2 hours

2.1.5.1.2. Earning €100

2.1.5.1.2.1. 1-2 hours

2.2. Money is Relative

2.2.1. RSA Economy

Link: https://en.wikipedia.org/wiki/South_Africa

2.2.1.1. Approx \$400 Billion GDP

2.2.1.1.1. 200,000 Businesses

2.2.1.1.2. 60 Million people

2.2.1.1.2.1. 15 Million Income Earners

2.2.1.1.3. Electricity Interruptions

2.2.2. Internet Economy

Link: <https://wpforms.com/ecommerce-statistics/>

2.2.2.1. Approx \$15,000 Billion Sales

2.2.2.1.1. 5 billion individuals

2.2.2.1.2. 1.97 billion bought online last year

2.2.2.1.3. Easier to Sell to than 98% of SA population

2.2.2.1.4. Unlimited Electricity

2.2.2.1.5. Very Low Costs of Sale

2.2.3. How much do you need to make this effort worthwhile?

2.2.3.1. Now

2.2.3.2. After 65

3. 2. Securing Access

3.1. Accessing Internet Electricity

3.1.1. ESKOM Electricity Flow

3.1.2. Home Internet Access

3.1.3. Alternative Internet Access

3.1.3.1. Speedify.com

Link: <https://speedify.com/>

3.1.3.1.1. Binds Multiple Connections Securely

3.1.3.1.1.1. Local Hub

Link: <https://www.takealot.com/orico-4-port-usb3-0-hub-with-30cm-cable-black/PLID69137167>

3.1.3.1.1.1.1. Phone

3.1.3.1.1.1.1.1. Kids Phones

3.1.3.1.1.1.1.2. Old Phones

3.1.3.1.1.1.2. USB LTE Dongle

Link: <https://www.takealot.com/dw-4g-lte-usb-modem-network-adapter-with-wifi-hotspot-sim-card-s/PLID73768790>

3.1.3.1.1.3. USB Wireless Dongle

Link: <https://www.takealot.com/lb-link-bl-wn300bt-150mbps-bluetooth-4-2-wi-fi-n-usb-adapter/PLID70720977>

3.1.3.1.2. Features

3.1.3.1.2.1. Combine Internet Connections

3.1.3.1.2.1.1. Combine multiple internet sources into a faster, more reliable connection.

3.1.3.1.2.2. Optimized Livestreaming

3.1.3.1.2.2.1. Speedify automatically prioritizes streaming traffic and works with all major livestreaming platforms.

3.1.3.1.2.3. Improved Video Conferencing

3.1.3.1.2.3.1. Avoid stuttering, buffering, and disconnects with Zoom, Google Meet, Skype, Whatsapp, and more!

3.1.3.1.2.4. Premium Server Access

3.1.3.1.2.4.1. Access additional servers in more than 50 locations worldwide.

3.1.3.1.2.5. Super Secure Encryption

3.1.3.1.2.5.1. Speedify uses the latest encryption technologies to keep your data safe and secure.

3.1.3.1.2.6. Cross Platform Support

3.1.3.1.2.6.1. Speedify is available for Windows, macOS, Linux, iOS & Android

3.1.3.1.2.7. Unlimited Usage

3.1.3.1.2.7.1. Enjoy unlimited access

3.1.3.1.2.8. 1 User Account

3.1.3.1.2.8.1. Use on up to 5 devices simultaneously

3.1.3.1.3. Solving the SA Bottleneck

3.1.3.1.4. Remote Working

Link: <https://speedify.com/help/#remotework>

3.1.3.1.5. Pricing

Link: <https://speedify.com/store/>

3.1.3.2. Wireless Workspaces

3.1.3.2.1. Restaurant

3.1.3.2.2. Hotel

3.1.3.2.3. Shopping Centre

3.1.3.2.4. Mobile Phone

3.1.3.2.4.1. Battery backup

3.1.3.2.5. Home

3.1.3.2.5.1. UPS

3.1.3.2.6. Car

3.1.3.2.6.1. Battery

3.1.3.3. Data Prices

3.1.3.3.1. MTN

Link: <https://www.mtn.co.za/recharge/data>

3.1.3.3.2. Cell C

Link: <https://www.cellc.co.za/cellc/get-databundles>

3.1.3.3.3. Vodacom

Link: <https://www.vodacom.co.za/vodacom/shopping/data/prepaid-data>

3.1.3.3.4. Telkom

3.2. Host Domains Overseas

3.2.1. 20i

Link: <https://www.20i.com/wordpress-hosting>

3.2.2. Heart Internet

Link: <https://www.heartinternet.uk/web-hosting/wordpress-hosting>

3.2.3. Hostgator

Link: https://www.hostgator.com/web-hosting/?utm_source=google&utm_medium=brandsearch&gclid=ds&gclid=ds

3.3. Secure Your Email Access

Link: <https://support.google.com/mail/answer/56256?hl=en>

4. 3. Income Streams via Internet Electricity

4.1. Getting Paid

4.1.1. Payoneer

4.1.2. Paypal

4.1.3. Wise

4.1.4. Stripe

4.1.5. SA Online Gateways

4.2. Income Flows

4.2.1. Sell Your Time

4.2.1.1. Consulting

4.2.1.1.1. Fiverr

Link: <https://www.fiverr.com/search/gigs?query=business%20consulting>

4.2.1.1.2. Upwork

Link: <https://www.upwork.com/cat/sales-and-marketing>

4.2.1.1.3. Reaching Out Individually

4.2.1.2. Done for You

4.2.1.2.1. ClickFunnels

Link: <https://marketplace.clickfunnels.com/>

4.2.1.2.2. Fiverr

Link: <https://www.fiverr.com/>

4.2.1.3. Training

4.2.2. Sell Your Knowledge (Encapsulated Time)

4.2.2.1. Courses

4.2.2.1.1. Udemy

Link: <https://udemy.com>

4.2.2.1.2. Teachable

Link: <https://teachable.com>

4.2.2.1.3. Thinkific

Link: <https://thinkific.com>

4.2.3. Sell Introductions

4.2.3.1. Services

4.2.3.1.1. Email marketing

4.2.3.1.1.1. GetResponse

Link: <https://www.getresponse.com/blog/best-email-marketing-affiliate-programs>

4.2.3.1.1.1.1. GetResponse – 33% recurring commission or \$100 on paid accounts

4.2.3.1.1.1.2. ActiveCampaign – Up to 30% recurring commission rate

4.2.3.1.1.1.3. ConvertKit – 30% recurring commission

- 4.2.3.1.1.1.4. Sendinblue – \$6 on free trials and \$120 on paid accounts
- 4.2.3.1.1.1.5. ClickFunnels – 20 to 30% recurring commission
- 4.2.3.1.1.1.6. Moosend – 30% recurring commission
- 4.2.3.1.1.1.7. Constant Contact – \$5 for all free trials and \$105 for paid accounts
- 4.2.3.1.1.1.8. Mailigen – 30% recurring commission
- 4.2.3.1.1.1.9. MailerLite – 30% recurring commission
- 4.2.3.1.1.1.10. AWeber – Recurring 30% referral payments

4.2.3.1.2. Dating Sites

Link: <https://www.digitalfodder.com/dating-affiliate-programs/>

4.2.3.1.3. Website Hosting

4.2.3.2. Products

4.2.3.2.1. Shopify

Link: https://www.shopify.com/free-trial?term=shopify&adid=565944149490&campaignid=15436644160&branded_enterprise=1&BOID=brand&cmadid=516752332;cmadvertiserid=10730501

4.2.3.2.2. Amazon

Link: <https://affiliate-program.amazon.com/home>

4.2.3.2.3. eBay

Link: <https://partnernetwork.ebay.com/>

4.2.3.2.3.1. Hallicrafters

Link: <https://www.ebay.com/itm/185422597802?>

4.2.3.2.4. Search for "Best ..."

4.2.4. Sell Physical Things

4.2.4.1. Dropshipping

4.2.5. Mixing your current skills with any of the above

5. 4. A Great Business

5.1. Needs a Product or Service to Sell

5.1.1. :white_check_mark: How to Package and Sell Knowledge Online

Link: <https://academyofbusinessowners.teachable.com/courses/enrolled/645385>

5.2. Needs to find Prospects (Marketing)

5.2.1. :zap: How to Find Traffic Fast

5.3. Needs to convert prospects to customers (Selling)

5.3.1. :white_check_mark: How to Sell More To More People Using Email

Link: <https://academyofbusinessowners.teachable.com/courses/enrolled/139044>

5.3.2. :white_check_mark: How to TurboCharge Your Sales

Link: <https://academyofbusinessowners.teachable.com/courses/enrolled/112049>

5.3.3. :white_check_mark: How to Become a Business Writing Rockstar

Link: <https://academyofbusinessowners.teachable.com/courses/enrolled/279567>

5.4. Needs to get Paid

5.4.1. Payoneer

5.4.2. Paypal

5.4.3. Wise

5.4.4. Stripe

5.4.5. SA Online Gateways

5.5. Needs to keep profitability as high as possible

5.5.1. Low Fixed Costs

5.5.2. Low Cost of Sale

5.5.3. :white_check_mark: CrashProof Your Business

Link: <https://academyofbusinessowners.teachable.com/courses/enrolled/312268>

6. 5. Harnessing Internet Electricity

6.1. Internet Electricity

6.1.1. How to Become a Business Writing Rockstar

Link: <https://academyofbusinessowners.teachable.com/courses/enrolled/279567>

6.1.1.1. \$97

6.1.1.2. R1597

6.1.2. How to TurboCharge Your Sales

Link: <https://academyofbusinessowners.teachable.com/courses/enrolled/112049>

6.1.2.1. R1497

6.1.3. How to Sell More To More People Using Email

Link: <https://academyofbusinessowners.teachable.com/courses/enrolled/139044>

6.1.3.1. R1297

6.1.4. How to Package and Sell Knowledge Online

Link: <https://academyofbusinessowners.teachable.com/courses/enrolled/645385>

6.1.4.1. \$797

6.1.4.2. R13497

6.1.5. CrashProof Your Business

Link: <https://academyofbusinessowners.teachable.com/courses/enrolled/312268>

6.1.5.1. R997

6.1.6. How to Find Traffic Fast

6.1.6.1. R1497

6.1.7. Sales Funnels Via ClickFunnels

6.1.7.1. \$297

6.1.7.2. R4997

6.1.8. NEW FaceBook Group

Link: <https://www.facebook.com/groups/569943507974022/about>

6.1.8.1. Rules & management

Link: <https://www.andrewmacarthy.com/andrew-macarthy-social-media/facebook-group-rules>

6.1.8.2. Ready Now

6.1.9. Personal Coaching if Needed

6.1.9.1. \$25/hour

6.2. Total Value

Link: <https://bit.ly/internet>

6.2.1. How to Become a Business Writing Rockstar -----

6.2.1.1. R1 597

6.2.2. + How to TurboCharge Your Sales -----

6.2.2.1. + R1 497

6.2.2.1.1. = R 3,094

6.2.3. + How to Sell More To More People Using Email --

6.2.3.1. + R1,297

6.2.3.1.1. = R 4,391

6.2.4. + How to Package & Sell Knowledge Online -----

6.2.4.1. + R13,497

6.2.4.1.1. = R 17,888

6.2.5. + CrashProof your Business -----

6.2.5.1. + R997

6.2.5.1.1. = R 18,885

6.2.6. + Finding New Prospects (Traffic) -----

6.2.6.1. + R1,497

6.2.6.1.1. = R 20,382

6.2.7. + Sales Funnels via ClickFunnels -----

6.2.7.1. + R4997

6.2.7.1.1. = R 25,379 Total Training Value

6.2.8. + Online FaceBook Community to Share Your Journey

6.2.9. + Online Personal Consulting

6.2.10. You get...

6.2.10.1. Lifetime Access

6.2.10.1.1. Current Courses

6.2.10.1.2. Upgrades

7. 6. Questions

7.1. Your Investment

7.1.1. Normally R 25,379 Total Training Value

7.1.1.1. R1997

Link: <https://academyofbusinessowners.teachable.com/p/internet-electricity-course-bundle1>

7.1.1.2. 92.1%

7.1.2. But

7.1.2.1. Tonight's Offer

7.1.2.1.1. :white_check_mark: Save an Extra R1000

Link: https://petercarruthers.teachable.com/p/internet-electricity-course-bundle1?coupon_code=LAUNCH2022

7.1.2.1.1.1. :white_check_mark: R997

Link: <https://bit.ly/internet-electricity>

7.1.2.1.1.2. Save 96.1%

7.1.2.1.2. :white_check_mark: bit.ly/internet-electricity

Link: https://academyofbusinessowners.teachable.com/p/internet-electricity-course-bundle1?coupon_code=LAUNCH2022