

The CASH FLOW QUADRANT

The **E** and **S** groups (**80%** of the population) – they own **5%** of the wealth

The **B** and **I** groups (**20%** of the population) – they own **95%** of the wealth

The **B** group (**B**usiness **I**ncome) refers to generating => **RESIDUAL** income

When you study the **CASH FLOW QUARDANT** Chart above, you see that there are basically four (4) different sources by which income (or money) is generated, or earned. Most of us will have the potential to produce an income from **all four (4)** of these Quadrants, but we tend to select from only Quadrants **1** or **2** - the primary one being that which we choose for our jobs, businesses or professions.

RESIDUAL Income - Earning a stream of dependable cash flows "while you sleep" is the dream of most people. The importance of being able to create [on-going] **RSIDUAL** income for yourself - especially if it can be done **ON**line - from home - cannot be overstated.

Problem – It's very difficult (almost impossible) to develop *residual* income streams from a **job** - or from providing **services** (i.e. **E**mployees, and the **S**elf Employed – on the **LEFT** side - **including Business Professionals**) - where you are depending on "billable hours" - simply trading "hours for dollars" -- "time for money" -- because there is very little **L-E-V-E-R-A-G-E** in that. You'll need to find ways to "move to the **RIGHT** side of the Cash Flow Quadrant (the **B** and the **I** side) in order to build real wealth for the future (see diagram above).

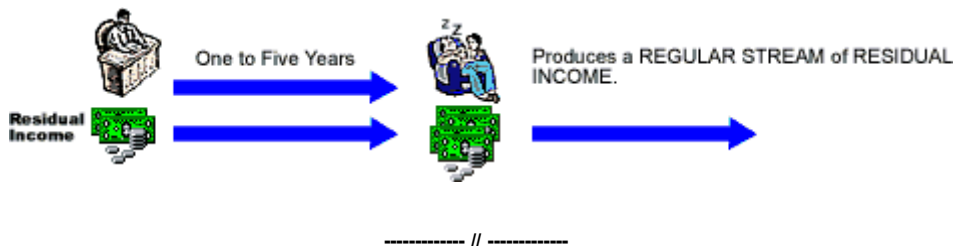
Vulnerable - The "risk" factor for the self-employed [Solo Entrepreneur] is high, because their income generally STOPS whenever "they" stop (sickness, accident, holidays, travel, burnout etc). So, unless they have a "backup" (a solid **Plan B**) - they are exposed - and if the bills and overhead don't get paid, that only adds more "stress" to their situation.

HOW to Develop PASSIVE Income? - There are many different ways to create true "PASSIVE Income" (real estate rentals // insurance renewals // royalties, from books, CDs // pensions // annuities // starting an eBusiness (in order to market your own digital info. products, like eBooks, Audios, eReports, etc.) // by becoming an Affiliate for other's products & services (via Affiliate Marketing) // by Blogging // Internet Marketing // Direct Marketing, etc). And "RESIDUAL Income" is similar.

Entrepreneurship - Each method requires its own skillset - each method has its pros and cons - but bottom line - the concept of developing authentic RESIDUAL [recurring] INCOME - through LEVERAGE - and ideally, ONLINE (perhaps from the comfort of your own home) - is very wise.

Becoming an **entrepreneur** or **netpreneur** (with the 'right kind' of a **Home eBiz**) - is perhaps the best solution for the vast majority of people, because of its low startup costs, ease of operation, and high scalability (leverage, via the Internet). Such an ONline business can lead not only to financial security, but true prosperity. Note this...

RESIDUAL Income



LINEAR Income (salary, wages, etc)

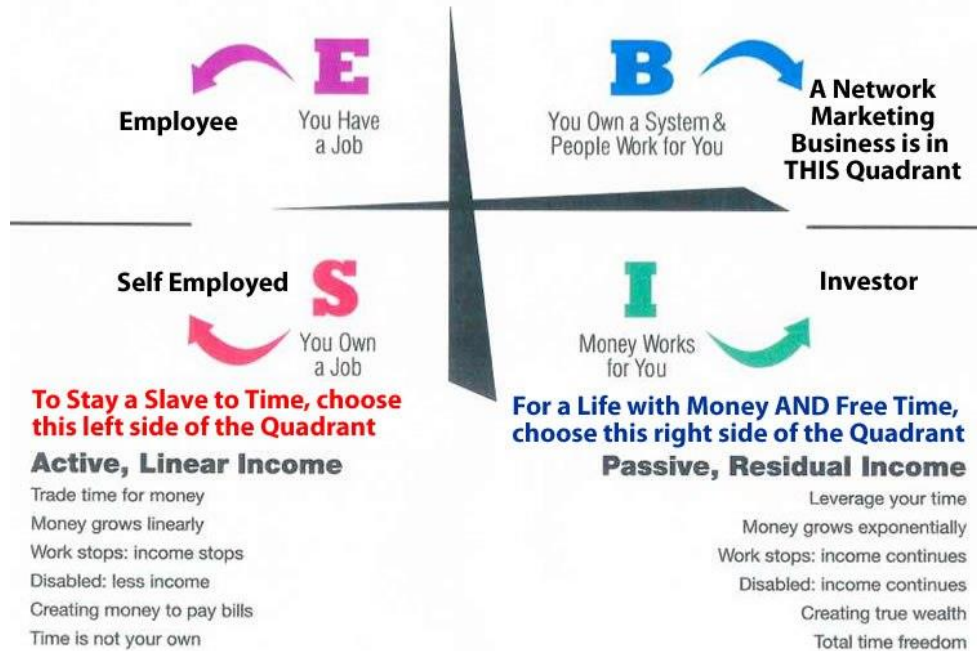


TIME Is MONEY - The reality is - there are only so many "hours" in each day - there is a finite "rate per hour" that you can earn (or charge) - you only have so much "energy" to go around when you perform your job / tasks / services, etc. You need to find ways develop more **TIME LEVERAGE** for yourself.

Now let's take a closer look ...

Rich Dad's CASHFLOW Quadrant™

From Rich Dad's Cashflow Quadrant by Robert T. Kiyosaki



An Online Home Business (of the RIGHT kind) IS in the "B" Quadrant

BOTTOM LINE

If you're an E (Employee) or a S (Self Employed) - and your SALARY / WAGE is your primary (or only) source of revenue -- you are in an extremely **vulnerable** position.

For the self-employed, yes, you are running a **Business**, but if YOU generally need to BE there to run it - that is still in the **S** category (**S**elf Employment) -- which means you too, are 'exposed' (vulnerable).

As good as the **E** (Employee) and **S** (Self Employed) on the left may be - as soon as you can embrace the **B** (Business Owner, with "leverage" built in, where YOU do not need to BE there in order to run it) and the **I** (Investor) on the right hand side of the Quadrant, for any 'disposable' income you may have) - the better will be your financial future. This does not mean "abandoning" what you're doing - NO (unless you wish to, or your position is insecure, or you feel burned out). It simply means this:

positioning yourself intelligently, so that you have the *right kind* of a "**B**" (and/or "**I**") option in place - to either supplement what you're doing, or to fall back on - should your primary source(s) of income become threatened, or go away. A quality ONLINE Home Business, such as Network Marketing, could help you (as a Side Biz).

A REAL BUSINESS

Famous author, coach, business & investment guru, **Robert Kiyosaki**, says ...

"If you really want to become successful & financially independent - learn to build a true **BUSINESS** - and if it can be done from your "home", that's a huge BONUS.

"Work hard - to build the 'right' business - to have something you actually **OWN** - something you pass on from generation to generation, to your kids, and grandkids.

"Learn how to be a **BUSINESS OWNER** - and learn how to be an **INVESTOR** (both on the "right" side of the CFQ). And that's where the big difference is. On the "left" side of the CFQ (the **Es** and **Ss**) - these people work for job security ... it's **ACTIVE** Income).

"On the right side of the CFQ (the **B's** and the **I's**) - are people whose key values are Freedom and Financial Liberty. They do not want to have to work in a **JOB** any more, or be **SELF-EMPLOYED** (where their career owns "them"). They don't want to have to work for the rest of their lives.

"The beauty of building a **BUSINESS** (especially an ONline Home Biz), and learning how to **INVEST**, is very simply this ... it creates - LEVERAGED **RESIDUAL** Income.

"**RESIDUAL** Income - You work hard for a few years - and then, possibly for the rest of your life - that ("leveraged") Residual Income keeps on flowing to you. It's like having a pension, or collecting rentals from your high-rise apartment complex, or getting royalties on books or songs you wrote, or acting you did.

A SIDE BIZ - an ONline Home Business ...

It CAN be a BETTER WAY - to help YOU, and to help others (in spreading healthy living, plus financial & time freedom, around the world) - while enabling you to truly **OWN YOUR LIFE** - a rich and purposeful one. YES.

(Click) =>

**And the RIGHT Home Business can deliver ...
a)- LEVERAGE ... b)- COMPOUNDING ... c)- RESIDUAL
INCOME ... ALL (3) THREE ... Together ... under ONE roof!**

