

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], long term ("evergreen") **PASSIVE income** for yourself – especially, if it can be done ONLINE - from home - cannot be overstated.

Problem – It's very difficult (almost impossible) to develop good *residual / passive* income streams from a **job** - or from providing **services** (i.e. **E**mployees, and the **S**elf **E**mployed - 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).

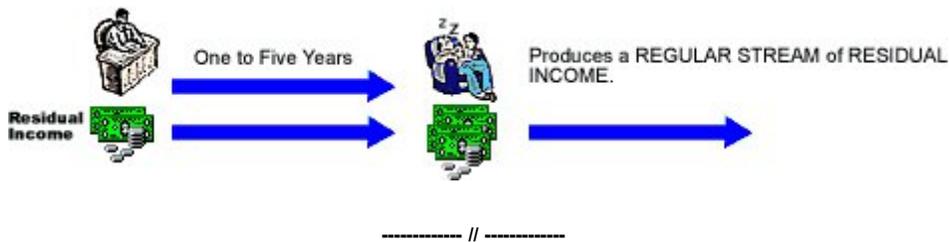
Vulnerable - The "risk" factor for the self-employed [Solo Entrepreneur] is high, because their income generally STOPS whenever "they" stop (sickness, accident, holidays, travel, burnout etc). So, unless they have a "backup" (a solid **Plan B**) - they are exposed - and if the bills and overhead don't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

HOW to Develop RESIDUAL 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 "**PASSIVE 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-PASSIVE** [recurring], long term ["evergreen"] **INCOME** - through **LEVERAGE** - and ideally, **ONLINE** [from the comfort of your own **HOME**] - is very real.

Becoming an **entrepreneur** or **netpreneur** (with the 'right kind' of a **Home eBiz**) - is likely the best solution for the vast majority of people, because of its lower 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, and more **FREEDOM**, in your life ... the **DREAM** for most of us. Note this...

RESIDUAL / PASSIVE 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 ...

An Online Home eBusiness (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 (**Self 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 stressed/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 eBusiness could help you (as a Side-Hustle).

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.

But, it does take W-O-R-K, to gain SUCCESS [in anything] – no question. In fact, the legendary Arnold Schwarzenegger calls it – WORK—WORK—WORK! So, we do work hard - to build our business - to have something we actually **OWN** - that we pass on, even from generation to generation, to our kids, and to our grandkids.

Kiyosaki says - "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 the 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, **PASSIVE** Income.



"RESIDUAL" / "PASSIVE" 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 bldg, or getting royalties on books or songs you wrote, or acting you did.

A SIDE eBIZ - an Online, Home-Based, eBusiness ...

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. The **B** Quadrant! YES.

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

SCHOOLS WON'T TEACH YOU THIS

Linear income vs Residual income

Employee	Business owner
$100\% \times 1 = \text{Income}$	$1\% \times 100 = \text{Income}$
You \times Job = Income You have a job	You \times People = Income You own a system & people work for you
Time = \$\$\$ No Leverage	People = \$\$ Leverage
Self Employed	Investor
You own a job Time = \$\$\$ No Leverage	Money works for you \$\$ = \$\$
Trading time for money starting Over everyday at zero.	Passive income Income not dependent on your presence

Time to consider a => [TrustedBiz](#)
