

**FREE** SUCCESS SYSTEM OF THE  
EMPOWERED MILLIONAIRE INSTITUTE

**DAY  
84**



# '90 DAY CHARGE'

(DECEMBER 23 - S3 MODULE 33)



BASED ON THE  
'MVP'  
MILLIONAIRE  
VALUE PACK

CONCEIVED AND DEVELOPED BY JAMES LEE VALENTINE  
ESPECIALLY FOR YOU AT Great Personal Expense

*(90 DAY CHARGE – ABRIDGED VERSION)*  
S3 EMPOWERED MILLIONAIRE COACHING  
POWERIZER WORKBOOK

MODULE 7.3  
MULTIPLE INCOME CHANNELS

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EMPOWERED MILLIONAIRE SATISFACTION GUARANTEE

If you are in any way dissatisfied with any aspect of the  
*Empowered Millionaire Coaching Success System*  
contact James Lee Valentine via email  
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## MODULE 7.3

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### MULTIPLE INCOME CHANNELS

*“Wealth is when small efforts produce big results.  
Poverty is when big efforts produce small results.”*

GEORGE DAVID

The majority of people, though hard-working and full of good intentions, fail in their quest to become wealthy during their lifetimes. Mainly this is due to relying too much on just one source of income — what we will term an *income channel*. When the single earnings source of a poor or middle-income person no longer produces money, their life becomes an almighty struggle. During the ‘rocking 50s’ and ‘swinging 60s’ most families managed on just one income. At least they seemed more easily contented in those days. Compare that to today, when few families can support themselves adequately on two household incomes. Most millionaires, in sharp contrast to most poor individuals, have multiple income channels. Therefore, if any of their earnings sources are disrupted, these are mere impediments on their continuing journey to financial freedom.

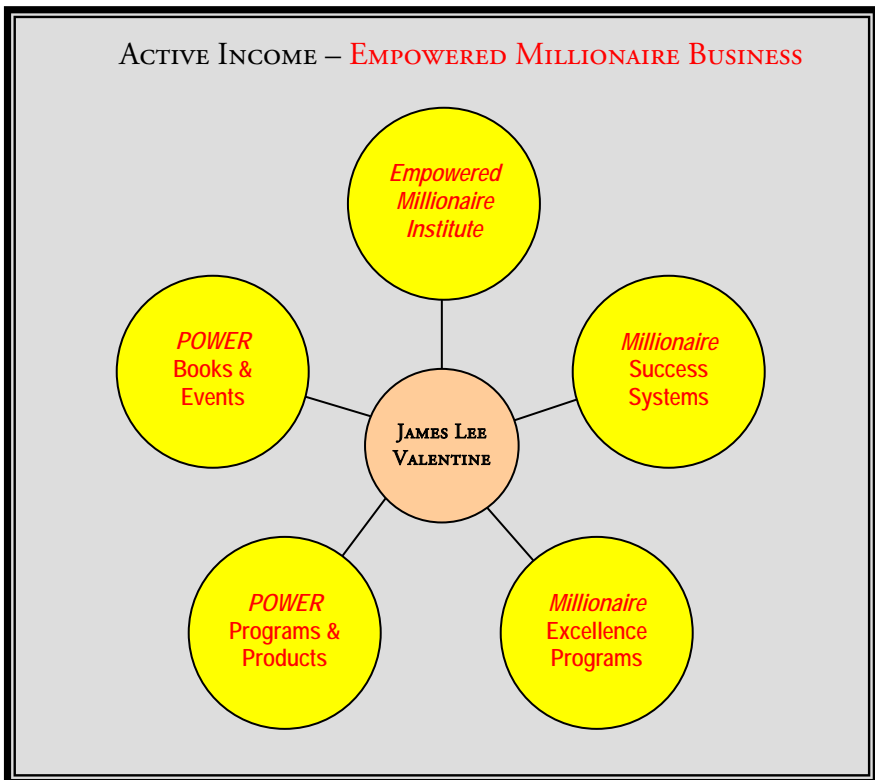
These multiple income channels of which we speak are not multiple jobs — one job is more than enough for the most hardened human being. While many poor people look to get a second job when faced with financial hardships, most wealthy individuals have only one salaried position, and many millionaires have none at all. Instead, their multiple income channels arise from a variety of financial vehicles, most of which revolve around investments in income-producing assets — *passive income* — and in establishing a series of businesses that complement one other, each one producing its own source of earnings — *active income*.

*It’s Day 84 . . . I’m empowered for life!*

## Multiple Income Channels – Active

My aspiration, if I truly desire to attain financial independence and be an Empowered Millionaire, must be to develop at least seven multiple income channels during the next decade — with both *active* and *passive* income. With diligence in building my businesses and meticulousness in diversifying my investments, these channels will eventually overflow with an abundance of prosperity.

Let's look here at the example of James Lee Valentine to see the multiple income channels he is developing with his multi-faceted 'Empowered Millionaire' business — all of which are aligned in their mission of positively impacting the lives of people worldwide through personal empowerment. These are all sources of *active* income.

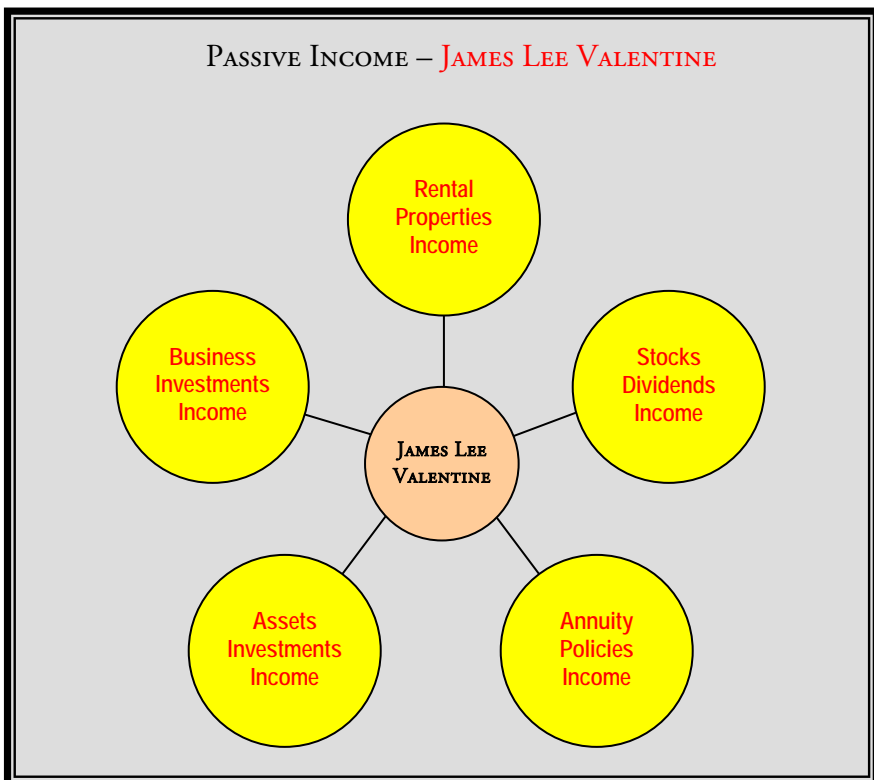


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## Multiple Income Channels – Passive

As we can see from the preceding diagram, James Lee Valentine is developing five sources of *active income* all related to his primary business. James is actively involved in authoring and publishing empowering books, conducting powerful coaching workshops, creating wealth mastery programs, and building a worldwide membership organization — all of which compliment one another synergistically.

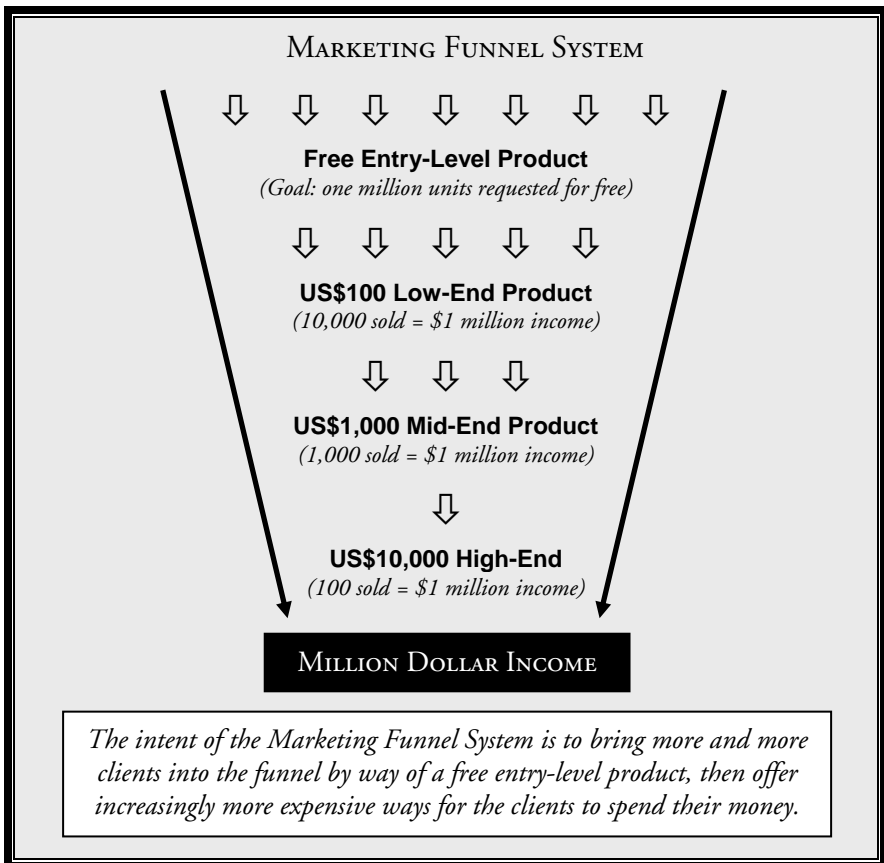
In contrast, what we can see below are five sources of *passive income* that James Lee Valentine is creating that require little of his time and energy. He is building these incomes passively with strategic partners managing his dealings — such as banks, insurance companies, financial institutions, business collaborators and investors.



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## Marketing Funnel System

Using a simplified example, the following *Marketing Funnel System* shows how multiple levels of products are designed to generate million-dollar incomes. The secret to success is at the top level of the funnel. It is here that people are invited to receive a product for free. It's best if these people have to register online to receive their free product — with the product being digital so that its cost is practically zero to produce and distribute. The ultimate goal is to give away one million free e-products, thereby creating a database of one million people who have willingly expressed an interest in the business model.



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A massive database is the key to the massive incomes that are attainable because a certain percentage of these people will be looking for the keys to open the door to successful living — as exemplified by the person offering the products. At the first price level of the funnel, which is up to \$100, an individual can avail of various rudimentary products. When 10,000 such individuals decide to purchase at this level, which is just two percent of a one million person database, the gross revenue is one million dollars. At the next level, which is mid-end products, with an average price of \$1,000, only one thousand people need to place their purchase orders to generate a million dollar gross income. At the high-end level of the funnel, a cost of \$10,000 needs only one hundred clients to generate gross revenue of one million dollars. Even higher end products require fewer customers still to create stratospheric earnings.

## Generating Lifetime Customers

What I must do, right now, is get enthused about my life and my prospects to the degree that successful millionaires are passionate for their multitude of opportunities — such as James Lee Valentine, for example, as success did not come easy for him as he first spent ten years in the proverbial wilderness writing and publishing more than sixty books before he finally hit the big-time. I must be no less diligent, spending time in solitude, digging deep into my soul and finding my life's ultimate purpose. I must get creative and develop multiple income channels, both active and passive, around my life's mission. I must design a *Marketing Funnel System* and develop ways to attract millions of loyal fans to purchase what I have created for their benefit. Over the greater period of time the customers for the products and services I have yet to create could be worth millions of dollars in future sales if I will take care of them and supply them with what they desire. For every person who ever buys a product or service of mine, my ultimate objective should be to make them a *lifetime customer*, one who remains loyal to my products or services forever, by offering them awesome value and outstanding service at all times.

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S3: EMPOWERED MILLIONAIRE COACHING  
MODULE 7.3 MULTIPLE INCOME CHANNELS

MULTIPLE INCOME CHANNELS

*My aim is to have this many sources of income...*

TEN

*producing income for me by the date of...*

JANUARY 1<sup>st</sup>

MY ACTIVE INCOME CHANNELS

➤ *These are the sources of 'active income' I am developing...*

- Income generated from members of the *Empowered Millionaire Institute*
- E-commerce income from *Empowered Millionaire* success systems
- E-commerce income from *Empowered Millionaire* excellence programs
- Royalties & advances & fees from *POWER* books & events
- E-commerce income from *POWER* products & programs

MY PASSIVE INCOME CHANNELS

➤ *These are the sources of 'passive income' I am developing...*

- Income from ownership of rental properties
- Income from ownership of stock dividends
- Income from ownership of life insurance annuities
- Income from ownership of business investments
- Income from ownership of assets investments

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