

# Building A Money Tree Business

**By Rocky Tapscott**

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## **Building A Money Tree Business** by Rocky Tapscott

Do you currently own a Business or are you considering buying or starting one?

Are you sick of working for someone else and want to go out on your own and work for yourself?

Would you like to actually build wealth for yourself and your family in your Business without working like a slave 7 days a week, 14 hours a day?

Then this article has the potential to massively improve your life if you understand the **key distinction** I am about to share with you....

Lots of people finally get sick of working for someone else and decide to start or buy a Business of some sort.

The problem is, statistically many of them will fail, either because they give up in frustration or simply run out of money to keep going.

After 5 years, statistics show that up to 80% of all new Businesses either no longer exist or have been sold because the owners either couldn't make a go of it, or the rewards for their efforts simply weren't worth it.

And there are so many Business opportunities that are really no more than buying yourself a job. If you start or buy a Business and you physically have to be there every day for the next ten years to drive it along - sorry, you've just bought yourself a job.

Every weekend, there are countless ads in Newspapers everywhere offering thousands of Businesses for sale. Businesses like carpet cleaning, lawn mowing, bookkeeping, car detailing, dog washing, take away food shops and Restaurants.

Honestly, these types of Businesses aren't the answer.

They all produce '**Linear**' income.

You only get paid once for every hour that you work, most don't offer enough leverage to make you wealthy, and you usually have to do a lot of the work yourself.

The most profitable, most easily run, highest leverage Businesses in the World are what best selling Author **Robert Allen**, in his best selling book, **Multiple Streams of Income**, calls **Money Tree Businesses**.

He has developed what he calls a '**Money Tree Formula**' to determine whether a Business is worth considering or not.

If we apply the 'Money Tree' formula to the businesses I mentioned above, they would all be eliminated immediately, as will most other Businesses advertised in the newspapers.

If a Business you are considering doesn't fit the 'Money Tree' formula... then keep looking until you find one that does.

## ***So, what is the 'Money Tree' formula?***

The letters 'Money Tree' can be broken down like this -

**M - Stands for Multiple Streams of Income** - Any Money Tree Business must have the potential of generating more than one income stream from the same assets, effort or information.

When you study most Businesses, you find that there is no residual income available from the sale of an item or from a service performed, without additional work being performed. This is not the way to true wealth.

**O - Stands for Outstanding Products or Services** - A Money Tree business only offers the best products and services to it's customers - anything less and those customers won't stay very long.

The goal of a Money Tree Business is to do the work once and then have the income flow for the rest of your life. By selling only quality goods and services that are in demand by a hungry audience, and turning one shot sales into a weekly, fortnightly or monthly billing cycle, it is indeed possible to create income forever.

**N - Stands for Nothing Down** - A Money Tree Business must be able to be started with very little or no money down. It must be able to expand and grow from the profits it generates - it must not require constant injections of new capital to survive. This rules out all types of franchises and most other Businesses as well.

**E - Stands for Employee Resistant** - Employees can be a pain in the butt. They are dangerous! They can begin to feel like they are entitled to their jobs. The fewer of them you have around, the better.

If you want something done that you either can't or don't want to do yourself, you can always hire an independent contractor. A Money Tree Business offers the potential to make millions of dollars profit with no employees. Avoid employees unless it's absolutely necessary.

As my Mentor Dan Kennedy says, he'd rather have root canal therapy without anesthetic than have an employee. Picture that in your mind as you go about your search for the perfect Business opportunity.

**Y - Stands for Yield** - Money Tree Businesses must offer high profit, high yielding income streams. Quality products and services that have stood the test of time that provide ongoing residual income streams without risk are what you must look for.

If you can start a Business with minimal capital and time, then have it create cash flow and profits for you over and over again, you truly have the best of all Worlds.

**T - Stands for Trend and Timing** - Starting a small Business against the trend is like swimming against a fast flowing stream. The Internet and marketing online is the biggest trend that has hit planet earth in the last 200 years. This is a trend you can latch on and ride as far as you want to go.

The beauty of Site Build It! is that it enables most people to build a profitable Business from home with a small capital outlay and time commitment. And websites are 'On Trend' The Internet isn't going away any time soon, so it's time to get on board.

Running a small Business is hard enough without trying to swim against the tide. Choose a Business that is **with the trend**. Then success is like floating downstream with the current.

**R - Stands for Residual** - Residual income means that you get paid multiple times for work you performed once. If you go to work in your job for a day, you usually only get paid once for that work. If you don't show up the next day, you probably won't get paid.

A Money Tree Business offers you the opportunity of doing **something you love** once, and then being paid repeatedly for that work into the future.

For example -

- Songwriters, Actors and Authors earn royalties, bonuses and share in profits
- Affiliate Marketers get residual commissions on products that have a monthly renewal fee, for example, for subscribers they introduce to Membership sites
- Network marketers get residual commissions from their downlines
- Insurance agents and Financial Planners get renewal and trailing commissions from the Institutions whose products they sell

- Marketing consultants often get a percentage of gross revenue in addition to their up-front fees
- Real Estate owners get rental income and capital gains over time

**E - Stands for Everybody, Every Day** - Ideally, the product or service you sell should be needed by as many people as possible, every single day. It should be essential, or as close as possible to essential, and preferably consumable by a large and highly motivated segment of society.

The more people who need it and the more often they need it, the more successful your Business will become.

**E - Stands for Enthusiasm** - You really have to love what you do. If you hate what you are doing, you'll never put in the effort required to make it is really successful. You can probably make a few dollars selling something you aren't really passionate about, but it will be a hard slog all the way.

### **Sell what you love and the money will follow**

If you are doing what you love, it doesn't seem like work. That is the secret of many great fortunes - the wealthiest people in the world love their work.

Many of them would do what they do **for free** if they had to - they have found a way to do what they love and turn it into a Business.

They can't get enough of it - they just want to do more of the same thing, and they keep getting paid more and more for their efforts.

So there you have it. The Money Tree Formula.

Now, your challenge is this - find a way to either turn your current Business into a **Money Tree Business**...or take stock of your talents, skills and abilities and get into something completely different that has Money Tree potential.

There is no point in spending your life doing something you hate. So work out what you have to do to create a Money Tree...and then go out and do it!

**Building a website** that is based on a theme or topic that you are passionate about or love is an ideal way to create a Money Tree Business.

So, did you get the key distinction I mentioned at the very beginning?

If not, here it is...

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Please, don't be like the masses and simply buy yourself a job to get away from your *other* job. Make the decision to create a Money Tree for yourself and your family - it may be the best decision you ever made...

I sincerely hope that this article has opened your eyes to the potential of doing something you really love and being paid handsomely for it - in fact, you can create wealth right out of nothing!

Find a niche that you are passionate about and go after it with everything you have. You can make a fortune if you help enough people get what they **want** (as opposed to what they **need!**)

Site Build It! could be the perfect solution to building your very own Money Tree Business. [To learn more about how SBI! and help you achieve Financial Freedom from your own online Business, Click Here.](#)

It truly is possible to build a profitable Business for yourself with minimal risk and capital...I wish you well as you look for or create your *own* Money Tree Business opportunity.

Until next time,

Kindest Regards,

*Rocky*

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