

# GOLD OR FOOL'S GOLD

10 DYNAMICS  
OF AN  
OUTSTANDING BUSINESS

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# Outline

<b>Introduction</b>	<b>3</b>
<b>Freedom or Slavery!</b> – The Leading Edge of Business Trends.	<b>6</b>
<b>Leading with the Best!</b> -World Class Patented Products.	<b>8</b>
<b>Hitching yourself to the Stars!</b> - Joining Expanding Markets and Current Market Trends.	<b>11</b>
<b>New Rolls-Royce for only \$1,000!</b> - Small Start up Investment.	<b>13</b>
<b>Gold at the End of the Rainbow!</b> - Finding A Growing Industry in a Shrinking Economy.	<b>15</b>
<b>How Millionaires Make Money!</b> - Create passive/residual and multiple streams of income.	<b>17</b>
<b>Partnering with World Class Leaders!</b> - Your partnership company must be credible, stable, and established.	<b>18</b>
<b>21st Century Validation!</b> -The gold mine of science (technology), patented protection, and third-party validation.	<b>20</b>
<b>Winning and Controversy!</b> - You want disruptive and pacesetting technology.	<b>22</b>
<b>Your Million Dollar Contract!</b> - A Meaningful Compensation Plan	<b>23</b>
<b>Summary</b>	<b>26</b>
<b>Questions To Guide Your Research</b>	<b>28</b>
<b>About the Author</b>	<b>32</b>

# GOLD OR FOOL'S GOLD

BY RANDY HORNING ED.D

The 19th Century California gold rush is famous for its amazing stories of success and wealth. However, for most people it created only wasted dreams, worthless efforts, and lost life savings.

The primary reason for the majority of this failure was people's complete lack of knowledge and preparation. Most of them started off not even knowing the difference between real gold and fool's gold. Fool's gold looks like gold under the water but is really just worthless iron pyrite.

The 21st Century is an exact repeat. Amazing stories abound of almost instant success. It is also the era of bogus opportunities, scams, rip off artists, get rich schemes, and internet instant riches. We have seen a plethora of business opportunities come and go, but too often the gullible public have suffered loss and frustration in its wake.

The reality is that the golden age of home-based business opportunity is very much alive and well. This is especially true in this present down economy. Like the gold seekers of old, success will only come to those who first study basic trends and learn the required criteria for today's quality business opportunities.

As an American, you have been trained to think that the path to success lies in education and then secure a job in your chosen career. That may have been true for previous generations of hardworking Americans, but times have changed! That is NOW an illusion.

Because it used to be true that being an employee offered security/benefits/professionalism etc., the next generation has been schooled to go down the same pathway. Unfortunately, that road leads to no where today.

The whole career landscape has completely changed. There is no such thing as job security anymore. Retirement is becoming history. Now people are looking forward to being a Wal-Mart greeter. Retirement savings in the last six months have been cut by 50% plus. Most people, even those trained in specific professions, make five plus career changes during their working career.

Most people have made their living as employees. Yet, in January 2009, over 550,000 lost their jobs. Almost 2,000,000 have last their jobs in the last six months. It is expected that at least another 500,000 to 2,000,000 will loose their jobs in the next six months.

Today, you and countless others are, for the first time, seriously thinking about establishing a home-based business to at least supplement your income.

Congratulations! You are already ahead of most by not just thinking about success, but already taking action - by getting and now reading this report. I am proud of you!

Today, starting your own business is one of the smartest decisions you can make. We are delighted that you are beginning to realize that most "J.O.B.'s" are one or both of the following: "Journey of the broke," or "Just over broke."

Over 80% of all employees who dislike their jobs say that their job is like being put into their personal prison cell for 40-60 hours a week. We try to civilize the "prison cubicle" by calling it "the office", but the conditions of being stuck and being told what to do are not much different.

It is a fact that the average net worth of the self employed person is about five times that of the employee. The very fact that you are considering looking at a part time or full time self-employment position proves you are just about to reach a new level of excitement, income, fulfillment, and purpose. That is...

IF...

...you know the basic foundational principals to establishing a business that will provide you with not just a pie-in-the-sky chance, but a high probability of success.

If you are new to the home-based business opportunity or are looking to expand into additional income streams, you must know some basic business principals. You need principals to guide you in making decisions that will lead you to success, security, and the realization of your dreams.

We want YOU to avoid mistakes,  
    avoid losing your valuable money,  
        avoid losing your precious time,  
            avoid making the mistake of deciding to do the first thing you hear about.

Beware of a friend, or someone on the phone, making their business opportunity sound so good or even "great" that you have to decide right now! Their "hype" will not translate into your dream life.

I encourage you, no, I beg you to do your home work. As they say in business – do your "due diligence."

The opportunity, the ground floor opening, the deal of the day can wait. In fact, if it is the real thing, tomorrow and next week it will be even better and the ring of success will be richer and purer.

So allow me to lay out the ten vital principles necessary to establishing a good business.

Every one is important, Every one is a foundational principal. Each one is key to building your success and avoiding dangerous and wasteful mistakes. There is no absolute priority to any one principle. You must know and do all ten.

I number them merely to give an outline. But there is not a first or last, most or least important.

It's like your car, "Which part receives the most attention?" It simply is -- the part that is not working.

Which is most cared for-- your legs or arms, your heart or your lungs? The one not working properly.

Which business principal is most important? It is the one you forgot to use that resulted in you not reaching your goals and dreams. It is that one that meant you had to start again.

Those who were successful in the 19th Century California gold rush were those who knew the difference between real gold and fool's gold. Additionally, they learned all about the characteristics of gold. This led to their success, while most of the others failed.

The requirements for golden success today are the same. It is critical, in today's environment that you work where there are rich veins of "golden" opportunity.

The following 10 criteria applied in your life will save you a tremendous amount of grief and probably even save your dreams and hope for a better tomorrow.

The most successful people are those who learn from others about how to avoid as many mistakes and bumps as possible on the road to success.

The only real failures are those who do not get up again after making a mistake and try again. You can be a success if you just keep trying.