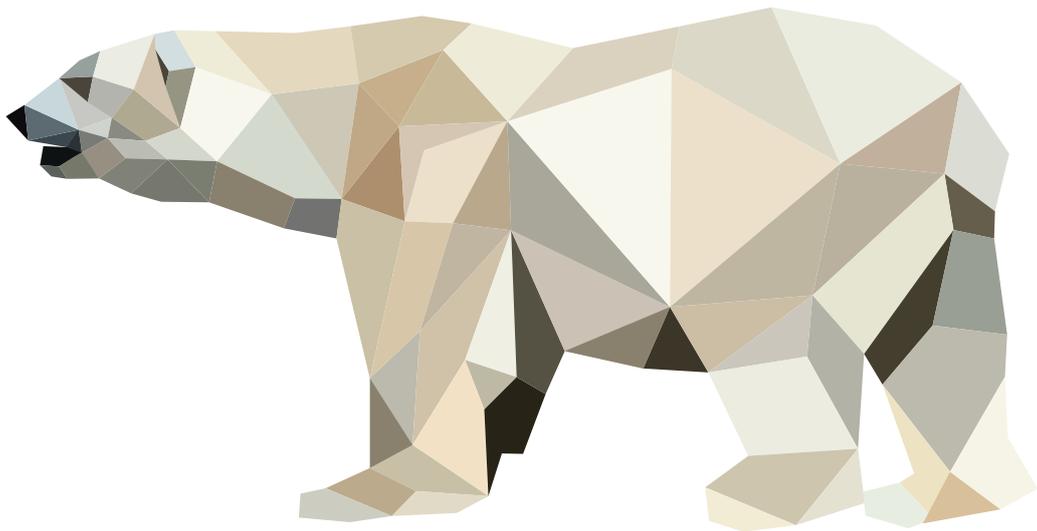


# THE POLAR BEAR PRINCIPLE

*How to Make Money in Minimum  
Time By Thinking Smartly*



**CHRISTOPHER  
JOHN PAYNE**

My name's Chris Payne. That's me on the right with my 2 sons, Toby and Felix.

I've been creating and marketing info products for the last 25 years. My first info product did \$3m in gross sales revenue. I've had other 7-figure launches.

Nowadays I spend my time writing books and teaching other people how to make money by outsourcing the majority of the work to create micro-niche Kindle ebooks and thin Amazon paperbacks (in as little as 2 hours) that solve problems and make good money. I've been involved with 209 titles to date and it has been a ton of fun.



In this short pdf ebook I'm going to share with you 3 simple parables which will help you think differently and move more in the direction of making good money online – in minimum time too.

You'll see that I commissioned illustrations for the 3 parables from an outsourced worker to make this pdf more interesting to digest.

Enjoy!

*Chris*

## Panicked by a polar bear

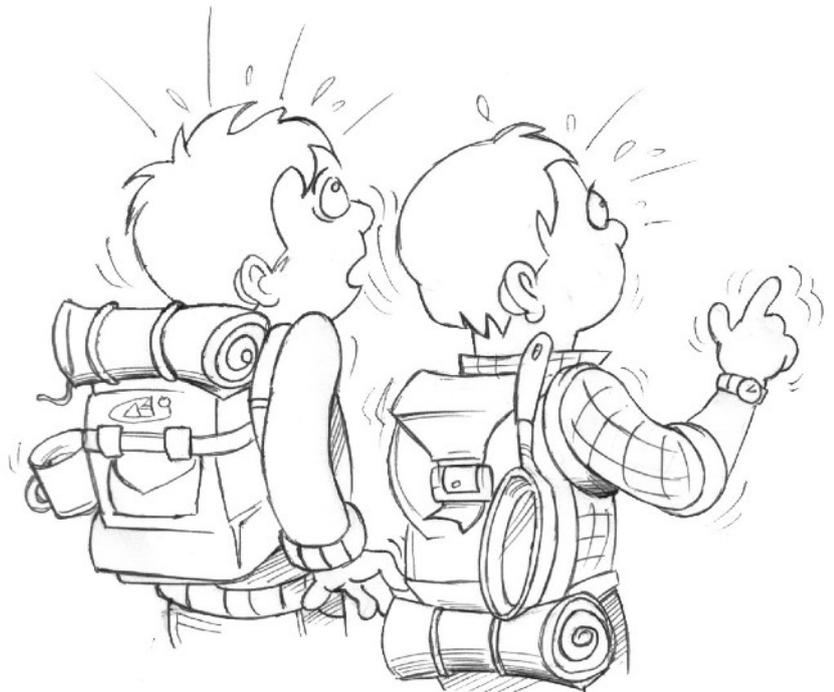
Two explorers, Jim and Dave, were tramping across the Arctic Circle one day when they disturbed a sleeping polar bear.

It slowly started to stand up to its full height.

It was obvious to both of them that the bear was angry and was going to attack them.

Dave slowly took off his backpack, keeping his eyes on the bear, as they cautiously walked backwards, away from the beast – and he pulled out a pair of running shoes.

Carefully he took off his boots to put the shoes on.



Jim turned to Dave and whispered, “What’s the point of putting those on? We’ll never be able to outrun an angry bear!”

To which Jim replied, “I don’t need to outrun the bear. “I just need to be able to run faster than you!”

So what’s the lesson?

It’s this: if you want to make money online, you don’t have to create something truly amazing. Often you just have to create something that’s a little better than what’s already out there.

So if you have bought the licence to a PLR product, you can publish it ‘as is’ as most buyers do, or find a way to make it at least 1% better... perhaps by adding a personal photo and a potted biography so readers get a sense of who you are.

Or you could add some images such as free icons to place alongside the text to make it look more appealing. If you don’t fancy doing this yourself, you’ll find plenty of people who will do this for a nominal fee at [fiverr.com](https://www.fiverr.com).

## **The two woodcutters**

Two woodcutters were walking through a forest.

Fred turned to Sam and said, “Let’s have a race and see who can chop down the most trees in a day.”

Sam agreed and walked to the other side of a high wall.

They began and, after an hour of chopping,

Fred suddenly noticed that Sam had stopped.

He was puzzled by this, but carried on hacking away at his tree.

After 5 minutes, he heard Sam begin chopping again.

An hour later Sam stopped again for a few minutes.

Fred was thrilled, as he knew he was going to win.

He was even more thrilled that this stopping and starting by Sam continued for the rest of the day.

As the sun was setting they got back together to see who had felled the most trees.

Fred was astonished to discover that Sam was the winner.

“How can this be?” he exclaimed.



“I never stopped chopping once all day but you kept taking breaks.”

Sam responded, “Yes, but I stopped to sharpen my axe. You carried on with a blunt one.”

So what’s the lesson from this second story?

It’s this... It’s very easy to spend time on your online business with a ‘blunt axe’, surfing here and there, looking at different ways to make money, trying a few things out.



But if you take your time out to learn from the best and use their advice to ‘sharpen your axe’ so you do the right things at the right time using the right tools, you will ‘chop trees’ much faster, i.e. make money in the spare time you have available.

After all, many of the best online marketers spend only a few hours each day working on their business. Why don’t you simply follow their step-by-step



systems to the letter and see for yourself what happens when you do this?

## **The wise man and the bird**

Many years ago, in a distant land, there lived a wise old man.

He was greatly loved because he would always listen patiently to anyone who had a problem and then, without judgement or criticism, gently suggest ways that their situation could be resolved.

Such fame, respect and popularity are earned rather than being demanded. They come with time and are based on results.

But, there are always a few individuals who become jealous and seek to enhance their own stature by demolishing a local hero, even though they frequently have nothing to offer instead.

Some troublesome individuals gathered a group of townspeople.

“This man is not wise”, they said.

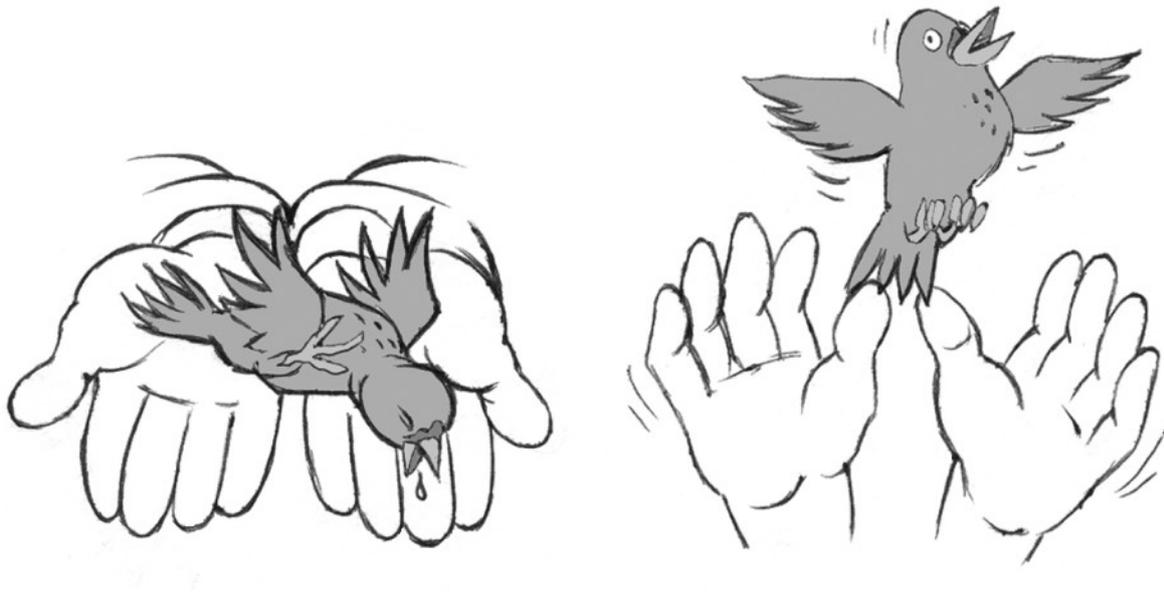


“You are better than he is, and we can prove it to you.”

Then they revealed their plan.

“We will visit the old man at his home and I will hold out my clasped hands in front of me and ask, ‘Is the dove I am holding alive or is it dead?’

“If he says it is alive, I will crush it in my hands and allow it to fall to the floor. If he says it is dead, I will open my hands and allow it to fly away.



“Either way, we will be proved right and the old man will be wrong. Then he will no longer enjoy your respect. You will respect us instead and pay us well, because we will have shown you the real truth.”

The people agreed that this was a good plan and they followed the group to witness the outcome.

When the wise old man answered the door, they put their plan into action. They asked him, “This dove that we hold, is it alive or is it dead?”

The old man looked sadly around at everyone who was watching and shook his head.

Then, looking the leader of the group in the eyes, he replied with just five words. “It is in your hands”, he said, and shut the door with his reputation for wisdom intact.

So what is the lesson from this third story? It’s this: it’s easy to blame other people or the economy if you haven’t made good money online yet.

But the truth is that it is your hands. That’s not to blame you for where you are. It’s to simply show you that you have the power to do things differently, starting right now, and do more of what the top marketers do each day, and less of what unsuccessful ones do.

## **The best time to get started**

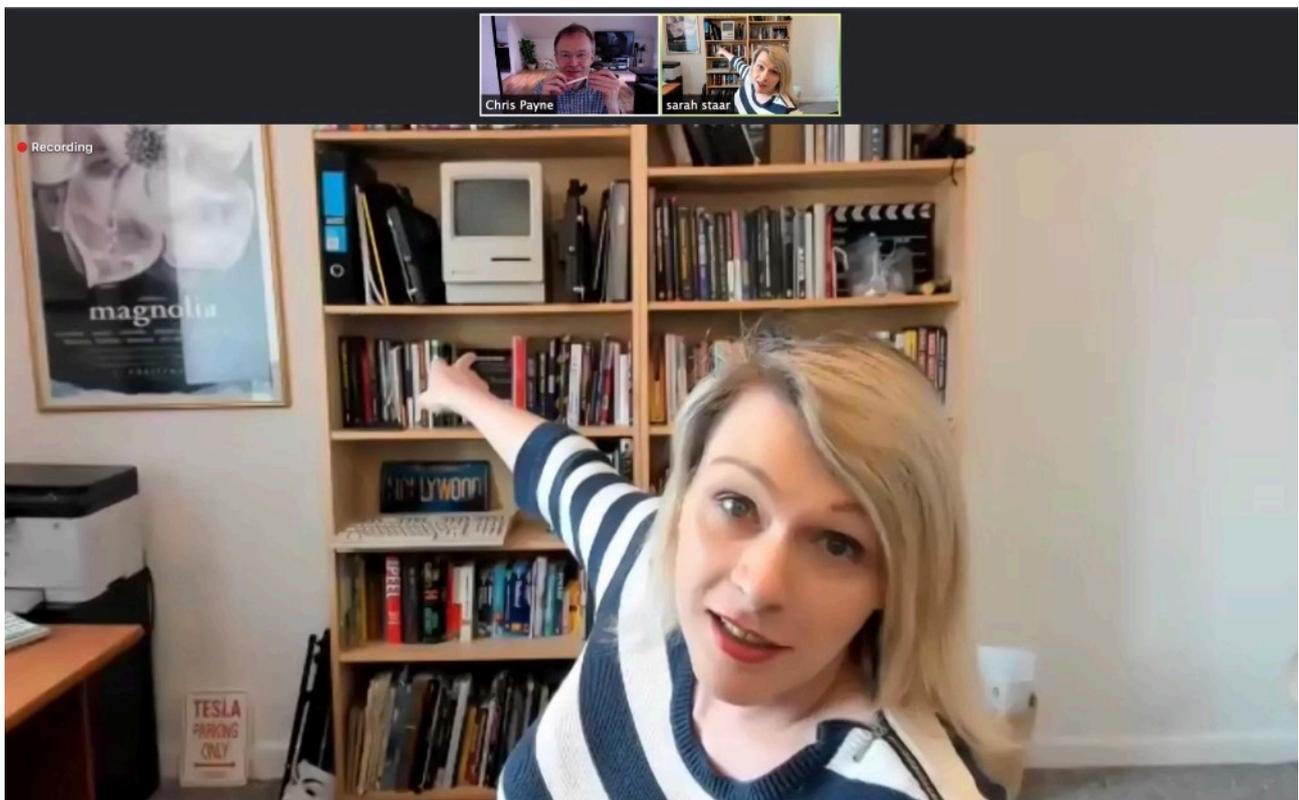
Personally I would recommend getting started with your online business first thing each morning, right before you get sucked into emails, Facebook, errands, etc. This way, it becomes an important part of your day. Set aside a couple of minutes after you’ve eaten breakfast (or before, if that works better for you). What matters is you get something done early in the day rather than leave it until the evening when you’re tired and easily distracted by TV etc.

Or you can listen to the crazy voice in your head that tries to put things off until tomorrow.

It's in your hands.

## Say 'yes' to opportunities

I was on a Zoom call with internet marketing expert Sarah Staar very recently and she showed her some of her collection on vintage computers...



We carried on talking and I told her about my latest successes with Amazon ebooks. She asked if I would be willing to share my knowledge on a webinar with her audience.

I could have said ‘no’ as I’m busy with lots of projects – but I said ‘yes’ because, even though it’s going to be a lot of work creating slides, I love sharing what I’ve learned and helping other people just like you start to make good money with super-short ebooks.

Often the majority of or all the work is outsourced to top workers charging a few dollars an hour.

But by running this webinar I also get to remind myself what I know and this clarifies my thinking.

Sarah also asked me to produce a pdf document to give away as a gift. Again this was a stretch, but she gave me a deadline and I sat down this morning and created this pdf you’re reading now: The Polar Bear Principle.

I hope you’re finding it helpful.

Would you do something for me? Would you do everything you can to attend my upcoming webinar?

Most likely you’ve got other things on your plate, but I’ll be sharing with you some simple steps to outsource as much as you can to make good money with Amazon. How? By selling super-short ebooks that solve simple problems containing far fewer words than you think – even using PLR materials.

Plus how to turn this into an almost automated machine with outsourced workers helping you massively to create ebooks which sell while you sleep.

So put the date in your diary, show up to the webinar, make some great notes, and ask any questions you want after I've shown some slides.

Imagine attending and feeling so inspired by the simple steps I show you that you actually start taking action to create your new ongoing online income stream.

After all, if others are having great success online, then you can too because you're just as smart as they are.

See you very soon!

A handwritten signature in black ink that reads "Chris". The letters are cursive and fluid, with a large initial 'C'.

Chris