

**Matt
Lloyd**

..... **THE 10 QUESTIONS**

You Absolutely Must
Ask Before Choosing a

**Home-Based
Business**
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MATT LLOYD

At age 27, Matt Lloyd sits at the helm of the most premier home business company in the online marketing space. In mid-2011, Matt created 'MOBE' as the solution to the biggest problems the industry was facing.

The company and community has continued to grow ever since. Now an 8-figure / year business with over 60 staff, and over 10,000 active partners, the company puts on live masterminds all around the world for serious entrepreneurs. Over 370,000 entrepreneurs subscribe to the MOBE list and have benefited from MOBE's training and systems.

The 10 Questions You Absolutely Must Ask Before Choosing a Home-Based Business

In about the time it took you to read the title of this eBook, another home-based business began. That's right. Every 11 seconds someone takes their destiny into their own hands and leaps into the entrepreneurial world. The reasons for this are many, from generating greater cash flow to having total control of day to day activities, and because you are reading this eBook, chances are you are intrigued at the prospect of being your own boss.

“Every 11 seconds someone takes their destiny into their own hands”

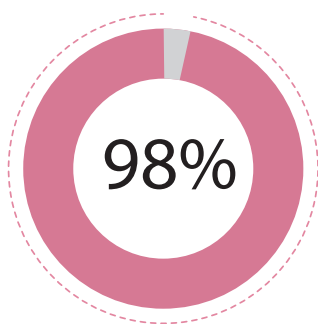


By the numbers, home-based businesses look to be a very attractive option for being your own boss and living out your dreams. Consider that home-based businesses:

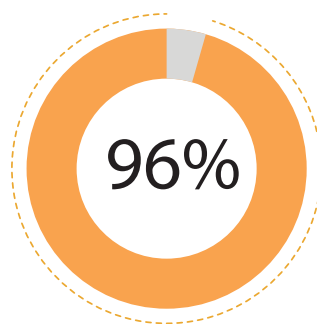
- Generate \$427 billion per year. Yes, nearly half a trillion dollars! That's more than the pharmaceutical, food and consumer goods industries combined!
- Earn on average \$65,000 per year.
- Number an estimated 18.3 million enterprises (12% of U.S. households).

The United States Small Business Administration (SBA) estimates that more than half of all the small businesses in the country (52%) are home-based. But home-based doesn't mean small change. The SBA's Office of Advocacy notes more than 20,000 home-based entrepreneurs grossed over \$1 million each.

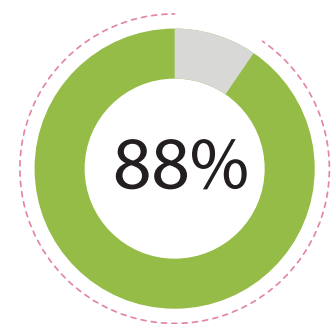
Even more than the logic of opening a home-based business is the emotional component. A survey conducted by Home Office Computing Magazine showed that:



98% of respondents are happier working from home

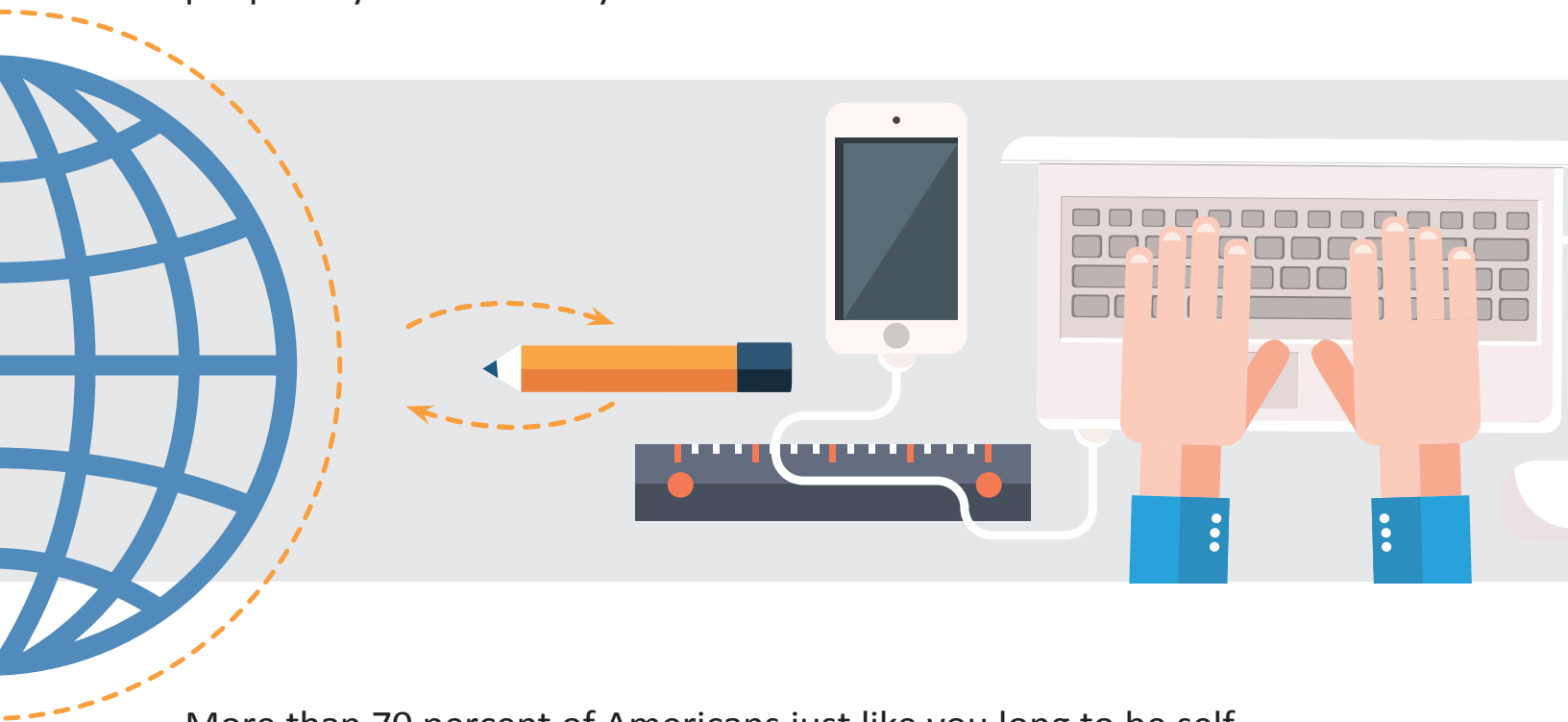


96% would recommend working from home



88% would never return to the corporate world

The most attractive aspects of home-based businesses include generally low entry costs (40% to 44% of all home-based businesses require less than \$5,000 to start), excellent tax deductions and flexible hours. And, don't forget, the power of the Internet to supercharge a business's potential. The world is your customer as opposed to just the people in your own backyard.



More than 70 percent of Americans just like you long to be self-employed, but the truth is most won't take the leap. Some of those who do simply won't succeed. That's because they didn't take the time to investigate their options and stack the deck in their favor.

The kinds of home-based businesses vary. One option many people are familiar with is to be a distributor for a company, generally termed network marketing. In this case, you typically approach family and friends with the products and services offered by the company with which you are affiliated.

Another type of home-based business and the one that I'm most excited about is an online home-based business. Not only do you not need to begin with your friends and family (though they are more than welcome to take advantage of this amazing opportunity), you also don't necessarily need to talk with people if that aspect makes you uncomfortable. You can do all of your business activities from the comfort of your own home. In this eBook, we'll focus on online home-based businesses.

Starting an online home-based business is easy. Sustaining that business and succeeding requires the perfect formula of systems and support. That's something I know a little bit about. You see, about six years ago, I was right where you are now, knowing I wanted something more than the 9-to-5 drudgery, seeing the wonderful possibilities of a life filled with travel and leisure, but not knowing how to get there.

My journey took me down some interesting paths, many of which culminated in dead ends. But each and every endeavor undertaken showed me what would be critical characteristics of the right online home-based business, as well as other things that I thought were important but really weren't.



“The world is your customer as opposed to just the people in your own backyard.”





“when it comes to teaching and training others, nothing beats a story.”

Through this eBook, I'd like to share my experience with you and help you to select an online home-based business that will fulfill all your requirements and allow you to live the life of your dreams. I'll do this largely through telling my story.

In the past six years through striking out on my own and eventually starting MOBE, I've discovered that when it comes to teaching and training others, nothing beats a story. Stories illustrate points and invite you in to experience truths in an engaging and imaginative way. Plus, you'll remember much more through stories than you ever will with dry facts and statistics. That's because a story's emotional component will resonate with you. As you read this eBook, you may find yourself feeling my fears and, ultimately, celebrating my successes. And, the good news is you can have these same successes, too.

So, let's get started with the first and most important question.



Why do you want to start an online home-based business?

An online home-based business must represent something to you that you can't get anywhere else. You might desire greater income potential, personal fulfillment or the freedom to do what you want when you want without asking "permission" from the boss.

Maybe you are retired or heading into retirement. Do you feel you have much more to contribute, but on your terms and your timetable? Do you want to get out of an online home-based business exactly what you put into it, making sure that the upside is in direct proportion to your commitment?

Perhaps you are in mid-life and find yourself faced with being downsized or maybe you are still in the corporate world but looking for more. You've seen those 9-to-5 days turn into 7-to-7 days, all the while your kids get older and you see them less and less. You've missed football games and piano recitals and sacrificed so much time with your family with nothing to show for it.

That's the catch-22 with regular jobs. You work harder and harder to give your family everything they want and need when what they really want is you. Time with you and experiences with you.

Nothing delivers that like a home-based business where you control your time investment.

Whether you want freedom, income or fulfillment, an online home-based business can be the vehicle that gets you where you want to go. Because it's important to crystallize your vision for what you want to have, do or become through the freedom provided by an online home-based business, take a moment to write down five things you plan to achieve through self-employment. (I've started a few of the sentences for you to get your creative juices flowing.)

I want to experience....

I want to purchase...

I want to achieve...

I...

Your list may include travel to exotic locales such as Angkor Wat and Cape Town or to luxurious resorts like the Atlantis Resort in the beautiful Bahamas. (Imagine a business that provides those opportunities absolutely free of charge. MOBE held its Titanium Mastermind at the Atlantis and more than 300 of your peers from around the globe spent three days learning the best business and marketing strategies without spending a penny!)

Whatever your personal dreams, I encourage you to keep them front and center in your mind. Not only will that keep you motivated to choose the right online home-based business for yourself, but it will also provide the momentum you need to move toward your goals.



Your list may include travel to exotic locales such as Angkor Wat and Cape Town or to luxurious resorts like the Atlantis Resort in the beautiful Bahamas. (Imagine a business that provides those opportunities absolutely free of charge.

[Click Here to See For Yourself...](#)



What are your income goals and can the business you select support those goals?

In the section above, we discussed the reasons you want to begin a home-based business. You even had a chance to list some of those dream items and experiences you'd like to have. Now it's time to get down to the nitty gritty. What amount of money is necessary to move those things from dream to reality? It's all well and good to say you'd like to own a G5 airplane, but exactly how much cash will be required to park that plane in your own hangar?

Let me tell you about the dream I had that set my feet on the path to creating MOBE. We'll travel back to late 2008. I was in my fourth year at University of Western Australia... just a whisper away from graduating.

I'd finally settled on a double major in business and economics. I had good grades and envisioned a "Gordon Gecko" future for



myself. If you've seen the movie Wall Street, you know the sort of ultra-elite life I had in mind. Not that I wanted to "be" Gordon Gecko, mind you. Not a very nice guy, all in all! But I aspired to that sort of lifestyle complete with Italian suits, luxury cars and maybe a Rolex on my wrist! My plan was to achieve this standard of living through being a high-powered banker and I certainly had put the pieces in place to make that happen.

I had plenty of motivation to do well. I grew up in a rural community in Western Australia, the youngest of four kids. On my parent's farm there was plenty of work to do, but precious little money to go around. More often than I'd like to admit I heard my parents tell me they didn't have the money for the things I saw the other kids have. I saw them put in a lot of sunup to sundown effort for very little return. I didn't want my life to be that way.

It seemed to me that the harder you worked, the more money you should earn, but that certainly wasn't what I saw played out in my parents' lives. I vowed that my life would be different.

I started exactly the way I suggested that you start. (In other words, I essentially answered question #1.) I set a goal to have a net worth of \$100,000. What would it take me to achieve that goal?



From a young age, I started several small businesses. Even as a teenager, I knew that working for myself would deliver benefits I could never expect to have working for someone else. My most successful endeavor among all the different things I tried was a landscaping business.

I charged \$15 per hour and built a robust client list. Every dollar paid to me went straight into the bank. I never withdrew a penny. It became a game to me. How quickly could I build my net worth to \$100,000?

I typed and printed this statement. "I will have a \$100,000 net worth by December 31, 2008." I made copies and posted that notice everywhere to remind me of my goal. I taped it on my car visor, my bathroom mirror and on the nightstand next to my bed.

While I was energized and motivated to reach this goal, I knew I wouldn't get there mowing one lawn at a time. Think about question #2. My income (or in this case net worth) goal was \$100,000. Clearly, my landscaping business would have a hard time supporting my goal.

I realized I needed a big pool of customers much bigger than my hometown or even Perth, the state capital, could offer. I wanted the whole wide world to be my customer base, so I turned to the Internet. It seemed to me that any product or service I provided needed to have a lot of potential clients.

I popped up my browser and very carefully began typing one word at a time...



How. To. Make. Money. Online.



Little did I know that these five words, made up of just 20 letters, would be the beginning of a life changing experience for me. One little Internet search would alter my life and, even now nearly eight years later, what you are about to discover won't only change your life, but the lives of so many others.

As you might expect, my Google search returned thousands upon thousands of results. Most of them looked like scams to me. I'm a born skeptic and, if you are like me, you probably think these "too good to be true" sites have to be just that.

However, I knew the Internet was a vast marketplace. Somewhere in those thousands of sites returned had to be one legitimate way to make money online while helping people at the same time.

I found one site that seemed intriguing, but the person was very vague on the details. He talked about living a life of his dreams and how if I used his "system" I could do the same. The site asked me to opt-in with a name



and phone number. I went ahead and took the leap. After all, I had already decided I wouldn't hit my \$100,000 net worth goal by mowing lawns.

The phone rang the next day and I listened to the guy on the other end of the line for about 15 minutes. He talked pretty big, but I wasn't buying. He persuaded me to log into a webinar set for the next day. I agreed, but mostly to get him off the phone. I blew off the webinar and decided to keep searching.

You probably won't be surprised to hear that the online pitchman called again. He offered me one more chance to attend a webinar. This time I kept the appointment.

The webinar discussed the opportunity, which I now know is called, Network Marketing. I didn't even know that's what it was. The webinar host just kept talking about how you invited others to the webinar and made money through their participation. At the end of the webinar, I learned the opportunity cost would be \$2,000.

Wait a minute! Hold the phone. That's a lot of money. I was interested. I could see the potential, but I don't know... \$2,000?!?

That leads us right into question #3.

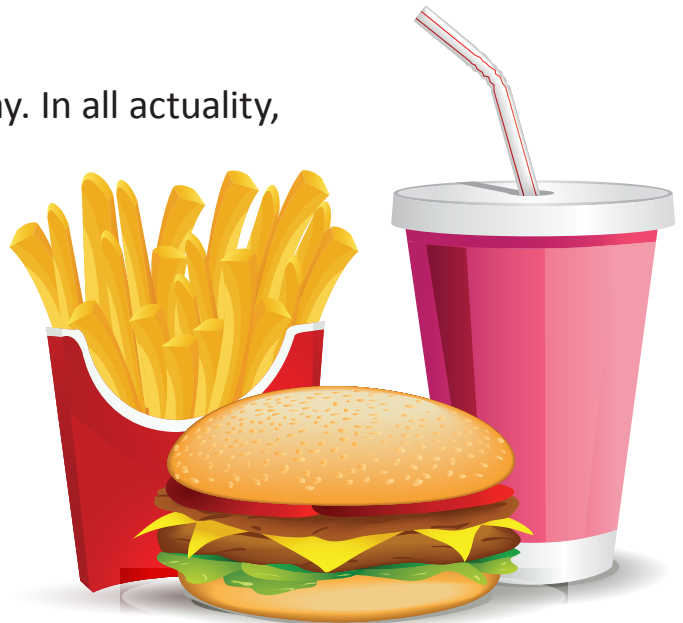


How much are you willing to invest in an online home-based business?

Most people are willing to invest like a hobby, but want the financial return of a business. If you want the upside and income potential of a true and legitimate business, you will probably need to make an investment similar to that you would make with a real business.

Would you consider a McDonald's franchise to be a real business? Do you imagine that the guy that runs the McDonald's in your town does alright for himself? Do you think he contacted McDonald's headquarters and said, "Hey, I'd like to own a McDonald's. How about I give you \$20 and we get started?"

Of course it didn't happen that way. In all actuality, that franchisee invested between \$1 million and \$2 million to start his entrepreneurial endeavor. Chances are he was happy to do it because he was buying into a proven system with lots of tools and support right at his fingertips.



In my opinion, any online home-based business you examine must offer a balance between the initial investment and the earning potential you can earn right out of the gate. That's why MOBE is structured to provide easy entry and quick income to keep you motivated.

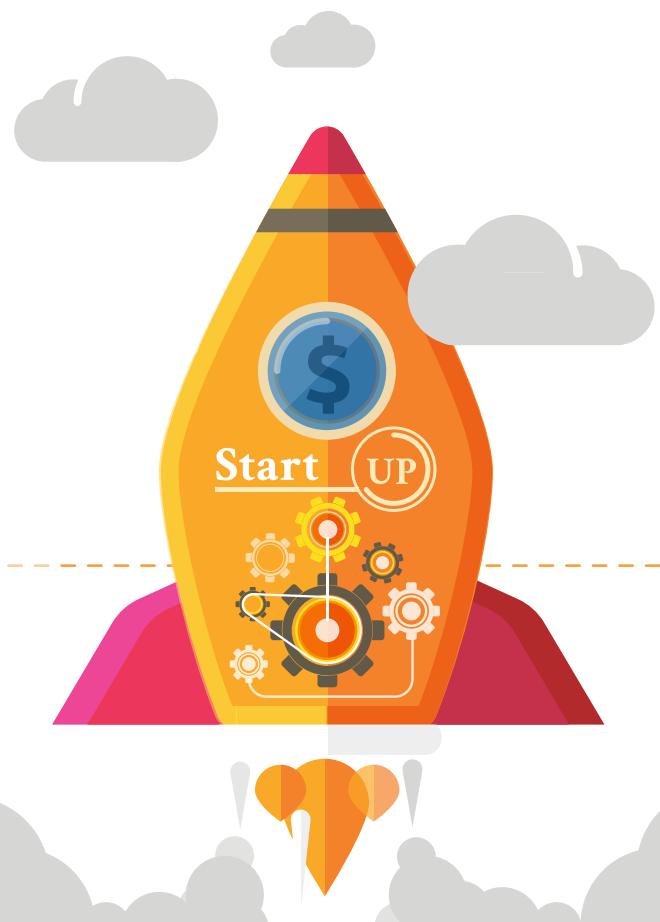
However, at this point, you are probably wondering what I did about the \$2,000 business presented to me by the online pitchman.

Well, it's not like I didn't have the money at the time. I did have it, but my upbringing on the farm meant that I lived very frugally. I really had to be sure this would work for me.

The guy who introduced me to the opportunity kept following up with me. He asked for the sale, time after time, but I just couldn't commit. Finally, he gave me an ultimatum. Decide or I'm moving on.

As a final gesture of goodwill, he offered to participate in a three-way call with me and a colleague who was making \$50,000 a month in the opportunity.

I agreed.



Can you talk to someone who is working the business you are interested in and will give you the real details?

The woman I spoke with during the three-way call was an incredibly positive person. I had made a list of 17 questions and she answered every single one of them. Every answer sounded good and right and, well, positive. At the end of the call, she asked for the sale and I took the leap. I sent \$2,000 and was ready to turn my net worth dream into a reality.

Well, almost.



Do you have the confidence of your convictions once you've decided on a business?

Businesses require staying power. You have to be ready to commit to making the business work. I can't tell you how many people I've seen start a business and then let their friends and family get in their ear. Are you sure you want to do this? What if it's a scam? Do you truly think you can make money on the Internet? It's impossible.

Here's a cold, hard truth about your well-meaning friends and family: They are comfortable with you exactly the way you are. They like you living in the house you live in, driving the car you drive and earning exactly what your boss is willing to pay you.

Because what really happens if you go after your dreams and actually succeed? You begin living in bigger and better houses, taking dream trips around the world and driving the cars they've only seen in James Bond movies. Essentially, you are showing them that it can be done. That it's not impossible. And that, my friend, is decidedly uncomfortable for them.

You probably figured out by now that a lot of this eBook is written to help you avoid the mistakes I made and I'm a little embarrassed to say that I didn't have the confidence of my convictions on my first foray into Internet Marketing.





“Most of the bad reviews are fake, most of them are competitors.”

While I was waiting for my kit to arrive, I started researching the company. It was like a firestorm of negativity raining down and drowning out all those positive feelings I'd gotten from the lady I spoke with.

Since starting my own company, I've come to know a little bit about bad reviews. Not only are most of them fake, most of them are competitors. That's right. If you can throw enough mud on the other guy and totally spook the customer, he's probably ripe for recruiting into your own opportunity.

And, that's just what happened with me. I started nosing around on review sites. I think I was looking for reasons to back out and there were plenty of reasons to cut and run. I found one of those “fake review” sites that told me what a huge mistake I'd made and, oh by the way, this site recommended another business opportunity that was the “real deal.”

So, what did I do? I called the first group and asked for my \$2,000 back in order to try the other guys. The sales process was virtually identical. I filled out an opt-in with my name and phone number and eventually participated in another three-way call. Only this time I wasn't talking to someone who was pulling in \$50,000 a month. In fact, the person I spoke to hadn't made a penny in the business opportunity. (Of course, I didn't know that then.)



What mattered to me is the person made me feel comfortable. She didn't talk about Lear Jets and Lamborghinis. She talked about spending more time with her family, having control over the hours she worked and earning in direct proportion to her dedication and tenacity. It rang true with me. She was authentic and I liked her.

Because this woman made me feel so comfortable, I decided to take the leap. Not only did I buy that \$2,000 product, but I went to an in-person event to learn more about what they had to offer. My jaw nearly dropped when they described their largest package. It was priced at a whopping \$24,000 US. With the exchange rate at the time, that was about \$38,000 AU.

I had saved a little more than \$40,000 from my various ventures and landscaping business. I had already paid \$2,000 for this business's intro kit. Now they were asking for another \$38,000. That would wipe out my bank account. Could I really do this?

The truth was I could see the potential. I could see how the business could work. The big unknown was me. The business could work, but could I work the business? With a few tears and a lot of uncertainty, I watched my account balance drop to zero. I had taken the plunge.

I caution our MOBE partners to only talk about the MOBE Motors program with individuals they've already brought in and who have already had some success with the program. The idea of earning a MOBE "Motor" through affiliate sales can be a little mind-blowing for newbies!



Would you like to get an email from MOBE with the subject line:

**“Congrats, you now qualify
for your MOBE Motors Car!”**

[Click Here To Learn More...](#)



Bazi Hassan, UK



Jenny Jordan, Australia



Shelley Belcourt, Australia



Bill & Michelle Pescosolido
Texas, USA



Chris Prefontaine
Rhode Island, USA



Robby Gonzalez, USA



Are you prepared to totally commit to the online home-based business you choose?

Here's an interesting thing about home-based businesses. When you commit everything to working a program, failure isn't an option. I needed this business to work. I'd spent every last penny on it.

I discovered that my chance for success was directly proportional to my level of commitment. That includes both financial and emotional commitment.

I'd spent \$40,000 on this business and I had to treat it like a \$40,000 business. There was no way I could lose \$40,000 on a "gamble." This had to be a sure thing and the only thing that would make it that way would be my commitment level.

“I discovered that my chance for success was directly proportional to my level of commitment.”

Maybe you've heard the story of explorer Hernan Cortes who landed on modern-day Mexico with 600 men, 16 horses and 11 boats. Cortes and his men planned to conquer the great Aztec empire and its people who had famously hoarded a vast treasure of gold, silver and jewels.

Cortes knew the deck was stacked against him. Six hundred men were attempting to subdue a civilization that for 600 years had resisted all comers, especially those with more troops and resources.

As Cortes' men marched inland to face either glory or decimation, their commander spoke three words that would change the course of history. "Burn the boats."



Cortes knew that if things got tough, if the bloody, sweaty smell of failure invaded the nostrils, his men would retreat to the "sure thing" of returning home. With no exit strategy and a battle looming, Cortes' men had two choices: die or emerge victorious.

In the same way that Hernan Cortes famously burned the ships to keep his crew from turning back, spending my life savings had figuratively burned the ships for me. The only way out was forward with full commitment.

Because I had no choice but to succeed, I committed everything to my business. I dropped out of college, telling myself I'd come back later, and began doing the business full-time. In the beginning I was optimistic. I knew that people were making fortunes on the Internet and there was no reason that I shouldn't be one of them. I learned everything there was to know about Google Adwords. I trained myself on how to build websites. In short, I did everything I could to succeed, but after nine months I hadn't had one sale.

In fact, I'll tell you a secret. I was doing too much.

You've heard the old saying, "Jack of all trades, master of none." Well, that described me. I was building websites, generating traffic and working the phones and, truth be told, I wasn't that great at any of those activities.

Friends and family whispered behind my back. They all thought I'd been scammed. They tut-tutted over my bad decision. Poor Matt.

Did I feel embarrassed? You bet I did.

But I knew that a day would come when I would turn the corner.

And, it did. I remember it like it was yesterday. I got my first sale in September of 2009, nearly a year after I'd decided to change my life.



Does your choice of online home-based business have an attractive commission structure?

My very first sale was to Samantha. She bought the introductory product priced at \$1,800. My commission was just under \$1,000. I can't tell you how great that felt.

Even though I'd invested \$40,000 in the business and just made my first \$1,000 commission, I knew that 39 more entry-level sales (or just about two-and-a-half backend sales) and I'd have my full investment returned and be ready to hit higher levels of success.

Once that first sale came, things began happening quickly. By January 2010, I had my first \$15,000 sale. Would you like to know how much of that sale I kept? About \$14,000. That's right. The commission structure allowed me to keep about 90% of the sales figure in commission. If you don't think that's motivation to make sales, I've got news for you! I actually watched the wire transfer hit my bank. I felt like a superstar.

As I continued to work the business, I had several \$100,000 days. My sales became more consistent and I discovered that it became easier and easier to achieve sustainable success. In fact, the only thing that stopped my success in its tracks was... leads.

90%
COMMISSIONS



Does your choice of online home-based business provide good leads?

I finally got to the point where I could sell consistently, but I desperately needed more buyers. The company I was working with couldn't provide me with the leads I needed to sustain the income level I had come to enjoy. If they couldn't help me, I would have to help myself.

That's when I contacted a list broker. One guy offered me about 70,000 names. He very honestly told me that he had no idea of the quality of the list. In the end, he made a deal with me. He said, "If you don't make at least \$1,000, don't pay me."

Guess what? I didn't pay him.

The leads were dogs! The list was ancient and littered with wrong numbers, barely a qualified client in the bunch. I made \$700 off one sale and then pitched the list in the garbage.

By this time, I knew the elements necessary to create a dynamic Internet marketing enterprise. It was time to go out on my own.

I decided to create an Internet Marketing product based on everything I had learned during my own journey. After all, I knew what worked best.

Does your chosen online home-based business offer support and services?

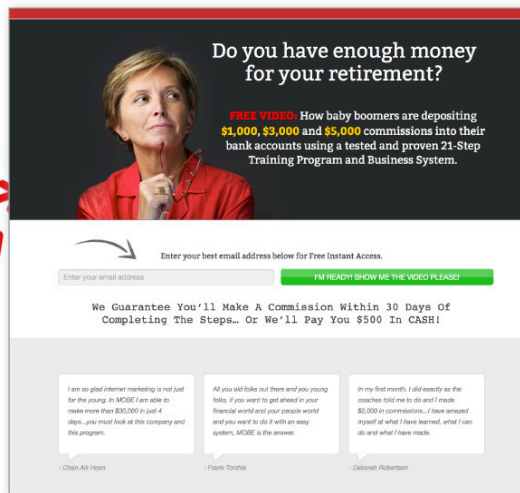
The biggest thing I learned through this journey is that it's difficult to run an online home-based business when you have to wear all the hats. It's illogical to believe that someone can be good at sales, marketing, accounting, design, programming and all the other talents needed to start a business and jumpstart it to success quickly.

I wanted to create a full complement of training programs that could lead others to the success I've enjoyed, beginning with a knockout front end product. Once you've been in the business for a few weeks, you'll understand how key the front end product is. The front end does most of the selling for you. When your clients start with a knockout front end product, they will be very receptive to future programs you offer.

MTTB | My Top Tier Business

One of my top selling front end products that does the selling for you.





We give you the websites and funnel the traffic you generate to the best phone closers in the business. All you do is generate traffic.

Plus, you don't have to be an expert at everything. We give you the websites and funnel the traffic you generate to the best phone closers in the business. All you do is generate traffic. When you are new, you don't know what you don't know. You can't possibly anticipate the types of questions your prospects will ask. Our phone closers are experts in our programs and in the science of selling. You don't have to learn the hard way, like I did.

As an affiliate with MOBE you will promote my products that have made me and several of your fellow MOBE partners millionaires. You don't need to reinvent the wheel. You'll have a persuasive front end product with an easy entry fee. Plus, you'll be able to upsell into higher-ticket selections. Experience shows that about 20% of your front-end clients will convert to bigger products with significantly higher commissions. As you rack up those front-end sales, you can almost calculate your continuing success.

Now, we come to the most important question of all.



Are you ready to let MOBE transform your life?

What started in my bedroom has become a multi-national company booking more than \$40 million in sales annually worked by a 60-member staff in my world headquarters in Kuala Lumpur, Malaysia.

If any of this story rings true with you, if you've searched for a true opportunity that can begin small and change your life in every way, I encourage you to become a MOBE partner.

Remember, that MOBE makes it easy, you can participate instantly:

- Without creating your own products
- Without any business or management experience
- Without capital or investors
- Without dealing with customers, returns or fulfillment
- Without building websites
- Without selling anything over the phone or in person
- Without any computer skills at all
- Without leaving the comfort of your own home



You simply partner with me and my worldwide organization. You bring the leads (and we actually show you exactly how to do even that aspect of the business!). We do everything else. You don't need to sell because I have some of the top salespeople in the world working for me. And when those top salespeople get your leads on the phone and sell them, YOU earn a commission. In fact, you earn the lion's share of the commission because you brought the lead in.

As your leads grow in their own success and buy more MOBE products, you continue to get paid. (That's only fair, you brought them in!) As nice as it is to get recurring commissions on current leads, nothing beats getting continuing commissions from folks you brought in six, eight or 10 months ago! What's more is those commissions tend to be even bigger and better because satisfied customers buy higher ticket products!



If everything I've shared in this eBook about MOBE describes exactly what you are looking for in an online home-based business, including taking care of absolutely everything once you bring in a lead and paying out generous commissions when those leads buy, I urge you to register for our free webinar today. I know you were thinking I would send you to a sells page to make a quick buck, but I'm not most people and my online business success can back that up. The reason why I'm not sending you to a sells page but a free webinar is because I want you to make an informed decision and be fully committed to MOBE when you finally partner with us.

Today is the day when you stop jumping from program to program, wishing that one will work even if you don't. I want you to do your due diligence and make sure this is a good fit for you so watch the webinar that breaks down my "Done For You" system even further than this eBook, then come and partner with me. This system works, but YOU need to find out if YOU are willing to work the system. Fair enough?

If you're already convinced and ready to stop dreaming your life and begin living your dreams, then take the leap with MOBE Now! I look forward to welcoming you into partnership with me and my worldwide network of successful affiliate marketers.

Partner With MOBE

To your success!



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To learn about the world's only "Done For You" top tier sales system simply go here



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