

**How To Provide Value Online And Make As Much Money As
Your Little Heart Desires... All While Working From Home
And Enjoying Life WITHOUT The Stress Of A Job...**

But Marcus... What Is Value Anyway???

Dear Fellow Participant In The Game Of Life,

When I was a growing up I was a pretty awkward kid.

If I wasn't getting bullied for being the shortest kid in the whole school, I was off pretending I liked comic books and baseball cards to fit in with the "nerdy kids."

Even among the nerds... I was... well... a nerd.

Because while all the other kids collected their spiderman comics, and supermans, and Nolan Ryan cards... because they liked those things, read them, and watched baseball on tv...

"I Was Just Doing It For The Money"

Every time I would get a new comic or new card...

I would buy it simply so I could turn that 75 cents or 10 cents into TEN BUCKS... or FIFTY BUCKS... or whatever it would bring...

That was like the holy grail...

If you had fifty bucks when you were nine years old, well then you may as well retire because you have arrived.

Now days, things are different...

You can't have a kids birthday for less than five hundred bucks...

And if you give a kid a twenty for their birthday... well... you are pretty much the crappy parent on the block.

And it's not just because things seem to cost more and more each year either.
(more about this big money myth later on)

So there I was... buying my cards and comics with the little money I had, in the hopes of "striking it rich" or hitting the motherload.

Hell I would have even bought a baseball card with a girl on it if I thought it would sell and make me a profit.

That's how I was and that is how I thought.

To Me... Price Was Equal To Value...

If someone will pay 10c then it's worth 10c...

If someone will pay \$50 then it's worth \$50...

It didn't really matter what the "it" was...

Just how much "it" was worth to other people...

This is how I learned to value everything, including life in general...

That person is worth X amount... because they earned a lot of money...

No bearing on the person as a person, the value they provide to society as a whole, or anything like that. It was quite simply about the money they had... or didn't have...

I would think a guy was important just because people said he was important, everyone wants to be around him, he can't go anywhere without an entourage.

Well then... He Must Be Super Important...

My way of thinking was plain, simple, and that is how the world seemed to work in my nine year old brain... probably quite advanced for my age but it's what I knew and that was the code I valued everything by... the big bad dollar.

Value to me was transactional... a fast hard cash, exchange rate value.

It was as if you could measure any value by the size of a crisp stack of dollar bills.

Being as it was in my mind... CASH... as dad taught me was king... and not just any cash... CASH NOW IN THE POCKET... to him it was an addiction... and would become one of mine too...

A Dollar Today Is Worth More Than Ten Tomorrow... he would say...

Salesman like me make the world go around... was another phrase he liked...

Dad had a big secret though... while on the outside he seemed to be a calculating, money getting, money saving, machine...

He Was Also A Severe Gambling Addict

We would often take the three and a half hour trip to vegas two, three, sometimes four times in a single month... which is a bit excessive for anyone.

And while having a Mercedes Benz may seem nice and cool... they lose their luster when you are stuck riding in the back of one all the time... to and from the casino.

I even remember driving in traffic a total of eight hours one time... to stay in vegas less than five so dad could get his fix...

He was gonna win... each and every time... was his time... unless of course it wasn't... which happened more often than not...

And OH BOY... those rides home where he lost a few grand...

Those were some long, quiet, sad journeys home.

Being cooped up in a vegas casino wasn't as fun as it may seem either.

Even though we got VIP treatment, fancy hotel rooms (we almost lit one of them on fire out of sheer boredom... come on... there's matches in every room and we were teenagers) and tickets to any vegas show we wanted... even the dirty ones...

There just wasn't much to do for kids.

Oh sure... we had the pool, the shows, and the arcade... but that gets old.

It was funny because when dad was at the big boy arcade playing the big boy video poker... we could just say we were board and get a big fist full of money to go blow at the little kid arcade or whatever else we could find to do.

To me this was really interesting...

Here is a guy who... at home bitches about paying for anything and everything we need like or outdoor school camp, school dances, new glasses, ect...

And now... here in the casino he's just handing us twenties like they are going out of style... without so much as blinking an eye or turning to look at us???

What gives... here is this guy who at home... he's all about the BUCK... but in the casino he's shoving five bucks at a time into a machine that says right on it... your gonna fuckin loose!!!

But... what about the time you win... surely you gotta beat the odds sometimes.

Well here is the fact that even my nine year old brain knew...

The odds are 97% on the house... so if you put in a hundred you get back three.

It happens all day... a lot in fact... so much that when someone wins three million bucks it seems like a big deal...

But All That Means Is That \$100,000,000 went in... and a few came out...

Probably sounds like your internet business right about now... put in 5 to get back 1... some jackpot... more like a jackass... and you're on the losing team...

But it happens there in vegas all day and night like clockwork... it's a machine... and that machine is there to take your money.

It does not care about you, your family, or your nine year old going to camp.

It cares only about those coins, you know the ones that are really money but have some casino logo on them so you don't accidentally think they are money.

There's a lot going on psychologically here... which shows how powerful money drives our emotions. You take a silver dollar and paint it blue... and all the sudden it's not money... it's just a token or toy or something.

Money in a different form is still money... most people forget this fact

One time in vegas, ole pops hit the jackpot... and won \$40,000!

His cigar got a little longer and fatter... his feet walked a lil higher... he was bitchin casino man... and proud of his "accomplishment."

ALL that really meant was that other people put \$3.8Million in... himself included... and he got the few back.

It's just a numbers game that leads you to believe that YOU TOO... may win.

And just so the casino didn't feel bad... dad made sure to give every penny back in the hopes of winning more... but it never did work out that way... it never does when you play that way.

So here we have a pretty depressing picture... and it's not just mine...

The room is dark and smokey... people are drinking like fish because drinks are "free" and they are knowingly putting their hard earned money into these machines, on these tables, in the slots, ect...

QUESTION: why is the room so dark... why are there no clocks... why is my money turned in to these token thingies...

I mean shit... we didn't even have tokens or funny coins in the little kid arcade... it was actual quarters...

So why the big deal... what's with the fake monopoly money...

It's Because They Want To Distort Your Grasp On Reality

It's Because They Want To Change What Value Means To You

Its why the fair makes you get tickets for rides...

Its why soda at the movies is \$4...

Its why making \$50K a year seems better than making 25 bucks an hour...

Its why no one (even heavy wine consumers like I was) knows what the hell they really like without others opinions...

I liked dark red dry wines... but couldn't tell u the difference between an expensive bottle and cheap one... other than the label... most people can't.

MARCUS... are you saying that other people's opinions are influencing what I value in life both financially and personally???

YES... and its time you wake up from this...

YOU... are in the casino of life... and your definition of reality is being distorted by the smoke and mirrors around you and what other people agree is important...

And hell yes... this can be depressing... and also liberating.

My goal here is to liberate you and open your mind to the many ways thoughts about money are controlling you.

Think of this as your "Independence From Money" day :o) fitting for July 4th here in the states...

First off let's try a little experiment...

Take all the money that you have in your wallet... purse... whatever... and put it out in front of you... and look at it...

Now... think of all the money you have in the bank, to your name, ect...

What does this make you feel? Dwell on that for a minute... then come back...

TAKE A QUICK BREAK AND ACTUALLY DO THIS... IT'S EYE OPENING

For me... I have \$26 in my wallet... a lot less in the bank than I should have after making what I have made, I sold my house when I was drinking so I don't own a house at the moment... I'm not CRAZY RICH... like people think... but all in all I'm ok!

Now a year and a half ago this thought (experiment) would have put me in tears... sent me into deep depression and damn near suicide... because...

It meant I FAILED... I SUCK... I AM WORTHLESS...

Because I only made \$35K this month and not \$50K... or whatever the case was.

Oh poor little rich boy you may say... poor baby doesn't have ENOUGH gold...

You're not in MY shoes you may say...

You don't know real money problems like me!

And someone else in the world will say the exact damn same thing to you... no matter how bad you think it may be.

Work yourself up... get really sad about it and go tell a starving kid, or someone homeless, or someone in an oppressive country.

Better yet... go tell the kid with no shoes how bad your feet hurt.

Your life really isn't that bad... if you are reading this... you probably have enough food, an education, some money in your pocket, shelter, tv, internet, ect...

But sadly madly many people feel this way... like life is bad because the money is gone... or they are not worthwhile because they don't EARN enough.

This is what society tells us... X amount will make you happy... but X never comes in and when it does it is replaced by XX or XXX... well hopefully not that one but you get the idea.

Countless numbers of would be happy people, simply do not allow themselves to have fun, enjoy their families as they should, or enjoy the simple things in life...

Because... what about the money... DAMNIT MARCUS... what about the money.

I'll Tell You About The Money... Here Goes...

For me... money was my identity... like when I was nine... value was money.

If I didn't make money or have money... I had no value as a person – in my mind.

This is sad... but deep down many of us feel this way.

That's why it can be so depressing to not be able to make this internet marketing stuff work even though everyone says its so easy its so easy...

If its so damn easy... where is my flippin money?

Now before we get into where your money is and what value is... lets define money...

Money: a current medium of exchange in the form of coins and banknotes.

OR: the assets, property, and resources owned by someone or something.

That's kinda weird... so I guess in a way... those casino tokens are actually really money... It's a medium of exchange... and you cannot "PLAY" unless you have them.

The reality is that anything can be money.

In times past they used big stones, gold, shells, beads, and all kinds of things.

Now, you may be saying yea marcus... but I want real money... what the hell are you talking about.

Ok... here it is in plain terms...

Money Is An Agreement... Plain And Simple

Society agrees that this picture of a president is worth one dollar in our market place... and there is an agreement as to what one dollar can buy – and that agreement is totally relative and abstract.

I just can't get past why Jackson is worth more than Washington but that is neither here nor there...

It's worth it... because they said so... and you agree.

You agree because you want to fit into society and that is what you have been taught.

A sidenote... after I finish where I am going with this whole money is just something someone pulled out of thin air bit... ill show you how to get more thin air money... all that your heart desires...

But first we need to get thru the emotions and superstitions you have about this money stuff... because until you get past those... you won't ever get ahead.

Do You Ever Have These Feelings About Money?

Fear, Helpless, Guilty, Worthless, Worried, Restricted, Frustrated, Depressed, Held Back, Lethargic...

Well congratulations... you don't have to feel that way anymore...

Because there is enough money in circulation for you to live your life however you damn well please... you can even eat gold if you want... I did... had it on a cake... didn't really impress me... but I felt real fancy... heck without the raspberry's and chocolate... a gold cake would be kinda nasty and dry...

To put it plainly here is the answer to the big questions:

1. Where is the money going to come from?
2. Where did the money go?

Money doesn't come from anywhere... it's a symbol. Like a ruler measures the size of something... money measures the idea of wealth. In and of its self it is not wealth... but a symbol of it.

Money doesn't really GO anywhere... sure it transfers hands keeping track of the worlds commerce... but it doesn't LEAVE... there is always enough for everyone and even if there wasn't... we can still grow food, work, build houses, ect... all without money... if we really had to.

By the way... do you ever find it odd how in the bible it says heaven has streets of gold...

Was that to say heaven is rich yay heaven... or was it to say... who gives a crap about gold anyway... just put it on the road... other than fixing your teeth its not good for much else... that's why its locked up in cold dark buildings and not used for anything...

Ok back to our little story here...

so I have one of those people in my family as I'm sure you do to...

the kid with "good taste"

good = expensive...

everytime we go out to dinner on my dime... he goes for the most expensive things... he doesn't even know what he's ordering half the time...

He doesn't just buy t shirts... he buys \$90 t shirts...

Value to him... and like it was to me... is money... what others will pay.

If its expensive its gotta be good right???

Well... not always the case... but "THEY" sure want you to think so.

It's a good thing super valuable cars sit in garages unused... because they are some of the ones that break down the most...

Have a look at the 10 worst dependable cars... Lincoln MK3 (starting at \$43K) Jaguar XJ (\$90K) Jaguar XF (\$50K) that's not to mention the Ferraris, Bentleys, and Rolls... however they don't get driven that much... so they aren't talked about as much.

Funny thing is... you can get the most reliable cars for like \$20K

(weird side note... does a car really lose half its 'value' when you drive it off the lot... or are the guys off the lot just crappier salesman)

Ok so lets wrap this up a bit with what we know...

we know that money is not value.

we know that expensive is not always the best

we know that most people can't tell their ass from a hole in the ground when it comes to what something should cost

and we know that the money illusion is like a well-orchestrated movie set that looks fancy on the front... but its all nails and boards in the back...

so now... what is value.

VALUE: the regard that something is held to deserve; the importance, worth, or usefulness of something.

value... is in the experience and the use you get out of something.

Quite simply... value is the importance something is to you.

For example... I value my life... but there is no amount of money you can give me to end it... not a chance in hell.

When I used to believe money was value... I did think my life was worth nothing more than my insurance policy. This is a sad state of affairs when one takes money to seriously.

Just recently I went shopping with the wife for a new mattress... now anyone who knows our family knows that my wife is the miser... she likes to save.

So here she was... in a world where mattresses were supposed to be in the \$1,000 range because that's what our society agrees on...

And here I was... thinking... hey... I value sleep, when I sleep I feel better, when I feel better I earn more, I'm a better dad and husband... and im happier...

Plus... it's only replaced every 5-7 years...

So if we have our mattress the average of 7 years or 2555 days... that means its like \$0.39 per night to get good night's sleep...

Seems like a damn good deal doesn't it?

Yet the same people who complain about the cost of mattresses or whatever else... are the same people who spend \$3 for a latte or \$10 a day on eating fast food... or whatever other silly thing they buy.

Like my car sitting in the garage... it's got 12,000 miles on it... we hardly drive it... yet I paid \$39,000 bucks for the thing...

I'm going to sleep on my mattress every day... but I'll pay \$38,000 more for something I barely use??? Not to mention the insurance, etc.

Funny how more money spent slowly over time on useless crap is less painful than an investment up front on something you will actually get value out of.

Like when I look at my business. There have been times when I spent my last few thousand bucks on something to help me earn more because I KNEW that if I actually used it – I would get my money back and then some.

And... guess what I did. Within months of buying the product I banked an extra few grand and over time made even more.

But people get silly when it comes to these things. They bargain hunt on the wrong stuff...

Think about it... do you really want the Budget Brain Surgeon or Discount Lasik (this one sadly... really exists)... probably not!

And here people are paying more for cable tv and eating out each year than on their education to learn to profit online or investing in a new business that will earn them a return each month.

It doesn't really make sense to me... if I was nose to the wall need to make this business work... cable tv would be the first to go!

AND IT WAS... why???

Because I valued learning this business more than I valued the money I currently had in my possession.

I knew that I could always make more money, and probably always would.

Think about a time when you have been stressed in your life about the money being gone... woooooo scary times and you thought your life was over...

But In The End... It All Worked Its Self Out... Like It Always Does And Always Will

It's like those guys who have 16 computer screens and flip out every time someone in the stock market squeeks out a fart... because the numbers drop... and money goes away in an instant... but if he stays long enough... it'll probably come back because it never really WENT anywhere... it just changed hands.

It's like the recession... 2008, it was the end of America as we knew it... then it wasn't... and now your house price is where it probably should have been all along.

Moral of the story... just chill... sit tight... stop flipping out over pennies when you could be making thousands...

It's like the story in the bible (yea yea I used to be a preacher so all that stuff is in there still lol) where the servant buries the money instead of using it... and the master gets angry and sends him to hell... because he sat on what he had because he was afraid of losing it.

Now... I'm not saying be stupid with your money... you are probably already good at that... I know I am...

I am saying take the risk that makes sense.

Investing your life savings in some jackass plan to get rich overnight... not good.

Investing in something you will learn, or something solid that helps people... yes now you are speaking my language...

I only invest in things that make sense and will either...

- a. Teach me how to do a skill that I need to learn to do what I want to do
- b. Give me something that I can use to carry out my plan

NEVER do I invest in something that just promises to just give me money simply for signing up... those don't exist... that's like going to vegas with dad... your gonna lose.

But no matter how solid we think about this stuff, we still get sucked into the deals and illusions of what things are worth, what we have now, what we don't have ect... and it rules our lives...

So here is the deal... value is a totally abstract concept based on what people want, feel, need, think...

For example... someone may want money... but their internal values stop them from doing certain things to get that money... all because they value their feelings about their values more than they value having money...

Same with our spending... it is often said that you can tell what someone values most by what they spend on most...

People in apartments with fancy cars... value cars more than houses...

People who feed their family garbage... value being lazy more than their health...

People who watch tv instead of looking for jobs... value entertainment more than bettering their situation...

People Who Complain All The Time... Value Excuses More Than Action...

Make sense?

In many instances you may hate the things these people value and wonder why some people value fast food over their health... but that is not your judgement call... as I said value is abstract and it's in the eye of the beholder.

One guy thinks it's silly to but a \$10,000 mattress... another thinks it's wise.

Sometimes people may value a simple opinion or friendly advice and other times it maybe something concrete and solid.

Or lets put it this way...

a gallon of gas is pretty much useless to me right now while I am in my office writing this letter... no value!

but in the middle of the desert, after just running out of gas, sweating like a mad man... that gallon of gas is suddenly worth a heck of a lot more to me... yes value!

that's why gas in the middle of nowhere always costs more ☺ because they can.

so the question is... how do you provide value and get money in return.

Well first of all... you gotta find out what people want.

Mac donalds found out that people VALUE crappy (not so cheap) food... FAST!

So did dominoes, and tv dinners, and tacobell and all those other "chemistry chef" so called food joints...

In a sense people find value in it... from a business standpoint... it works.

Or... some people value a small camera that is waterproof and mounts on helmets and stuff... go pro figured this one out.

Perhaps... people want phones on their watches or internet in the bathroom.

So how do you find out what people want...

Simple... let them tell you.

Every day billions of searches are done online... and people look for things they value...

They might value saving money

They might value learning how to make a better garden

They might value stopping their kids from throwing tantrums

They might value getting out of debt

And on and on we go...

So we know what they want... how to we deliver that value?

Plain and simple... do the research for them.

We hire plumbers... so we don't have to go to plumbing school and fit pipes and get crap on our hands or whatever... so a plumber provides the value... we pay for the service.

We go to church because we value the time and effort our pastor teacher has put into learning about the bible. He gets paid for the service in the form of tithes.

Sometimes we may just value a pastor who tells us what we want to hear because we value not feeling guilty or whatever.

We listen to policemen because we value that they are here to help keep us safe and watch out for the common good.

We (are supposed to) value politicians because they provide a voice for the things we want, need, and think are fair.

So with all these examples... how can we be the serviceman of value and provide something these people will not only consume but get something out of.

Again remember value is abstract. There is value in a cat video on youtube... just because you don't watch it or don't think it's funny doesn't mean others won't.

Value can be art... a day of fun... a laugh... a smile... ect.

The Reason You Are Not Making Money Is Because You Are Focused On Your Lack Of It... Plain And Simple... Done Deal...

I have this friend of mine... I call him the “float level guy.”

When I met him in 2002 he was in some network marketing company and wanted to make more money by getting more leads... so I helped him get ranked for some keywords and get leads... this was the value and the agreement was money.

We got to talking and he was like a guy walking backwards on a treadmill... that is to say working really really hard... getting nowhere.

He was ALWAYS looking to make rent... ie float... get by... get enough.

Sure he wanted to get ahead... but he was too busy making ends meet.

In 2006 the simple sites he made did really well and he had a killer year...

Fast forward a few years... he’s trying to float again... make rent... make ends meet... he never did get ahead... and he never really seems happy.

WHY... because he is focused on the dollar he needed right then and there rather than the value he could provide to the marketplace.

It works like this.

Everyone is busy thinking about money... so much that we confuse it with actual wealth.

When people flip out about the money being gone (which is something they invented in the first place) everything freezes...

Builders stop building

Drivers stop driving

Teachers stop teaching

Cooks stop cooking

And on and on we go. When in reality the only thing that changed is the agreement of money.

So what happens is everyone is focused on where the money will come from rather than making the world a better place... they focus on new banking rules and stock markets rather than providing food for the needy.

Perhaps this thinking has you in its jaws... and you are focusing on money rather than value... and your lack of money or desire for more money is blinding you from actually getting it.

To Be Continued...

If you liked this... post your thoughts at: www.ProvidingValue.net

Compliments of marcus campbell (simplesitesbigprofits.com)