

# Success From Scratch

To BE able to SEE what you will BECOME.

Break Free NOW.

# IT'S WHAT I CAN DO.....NOT WHAT I CAN'T DO.



Bruce Ross

It's BEEN A TIME WHERE MANY OF US HAVE BEEN IMPACTED WITH CIRCUMSTANCES BEYOND OUR OWN ACTIONS.

Its important that we understand we have the power to choose how we respond to the changed circumstances.

Globally, many of us have experienced events that have left many of us with challenges to face. We have seen retirement plans crumble, small business struggle, large business' making decisions to cancel dividends etc. Interest rates at an all time low. Many have been made redundant, have lost jobs etc. Many are looking for a solution, but are also hesitant. That's understandable.

Lets look at the positives: We are resilient, talented and with a wealth of experience. In times like this, we can assist others to find a way forward. What we can do is offer a limited number of spaces to learn how to build a digital business from scratch. This is may not be for you, but....you may know someone who is interested in exploring the possibility that for very little, they can create a lifestyle with our Leadership Development and Coaching Business.

# The concept of Success from Scratch.

In any form of business, particularly in a business that is online, the most critical area is getting “traffic”. The ability to have people “see” what your offer is. The internet is a very busy place these days.

The need for leadership and an action plan is the most necessary area that we address.

Left to their own devices, the vast majority of people fail to succeed in any online business.

Our structure is about working with a limited number of like-minded people who have the DESIRE to change their circumstance.

Marketing requires money.





What's your Story?

### **What is a story without a story?**

Without a story, there is no context to render career facts meaningful, no promise of a third act in which achieving a goal, (an Encore Career for instance) would resolve the drama.

Creating and telling a story that resonates also helps us believe in ourselves. To create something better and different, we need to write a new story...and then do the actions required in that story.

### **Ready for a New Story?**

My story: semi retired early from my previous life. Eventually I needed to find an alternative income, because my real-estate retirement plan did not perform as expected. Looked at many things but eventually wanted to solve these important things:

wanted to work with people:

wanted flexibility of hours:

and the income had to worth the effort:

When I did my research I found that so many internet business models did not produce the income, or the result was more effort than I was prepared to do. My skill set lead me to the idea of assisting the areas of why people fail, which led me to start my own business working with other people's education material to coach people how to create an "Encore Career" in this field.

**More importantly, to coach people to become "Unstuck". To have clarity.**

If you like Myles, you understand what it takes to succeed in the first place. Myles had his own building and property development business and portfolio. Suddenly, virtually overnight it all came to a financial halt. Lack of income, lack of buyers etc. After just about losing everything Myles goes on to re-invent himself as an online entrepreneur, despite his perceived handicap of not being so savvy on the computer! This down to earth Aussie bloke is smashing it!



Mary is a person approximately my age, who in her words had her “back to the wall”. Now at 64 years young, she is having great success!



Is it true that your qualifications determine your future outcomes? Karen demonstrates her successes both financially, mentally and spiritually without the need of qualifications or experience, but instead the tenacity within yourself.



In most cases, to recall one of your childhood dreams, your current life choices have taken you further away from those dreams. Here, Nicola shares her journey since becoming in tune with herself and how she found a path closer to her dreams.





# The concept of Success from Scratch.



To transition from what you are today to a vision of tomorrow requires the ability to “envision”. The ability to see beyond your current circumstance and to be able to “see” your La Dolce Vita. Your good life.



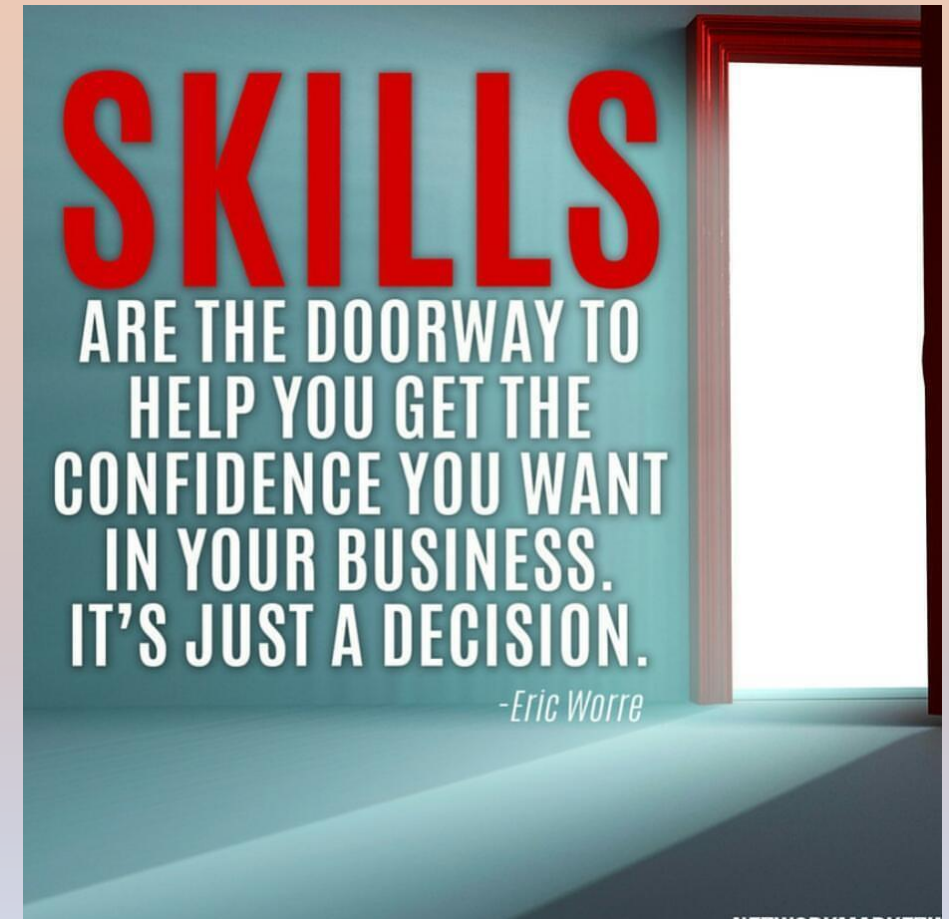
Understand that unless you have built an online business before, all the “skills” you need will be new.



Value the ability to Learn. To BECOME the product of your La Dolce Vita requires you to transition from where you are to what you will BECOME.



This is a process that whilst you are installing our Break the Shackles concepts, together we will be finding clients and customers for you.



# The concept of Success from Scratch.

## We solve one problem.

Do you believe in YOU.

First and foremost you have to understand You.

You must be able to explain your WHY, and whilst many will say its for the money, our philosophy is that the money is a by-product and recognition of how well we deliver a result for someone else.

There is no money without sales and coaching commitments.

You must be willing to learn the skills of communication.

TO FULFILL YOUR TRUE POTENTIAL  
YOU'LL HAVE TO LET GO OF:

- Procrastination
- Entitlement
- Limited thinking
- Excuses
- Fear of failing
- Believing there's a shortcut
- Waiting for the perfect time
- Self doubt
- Anything average

**100**

# The concept of Success from Scratch. We solve one problem.

## Do you believe in YOU.

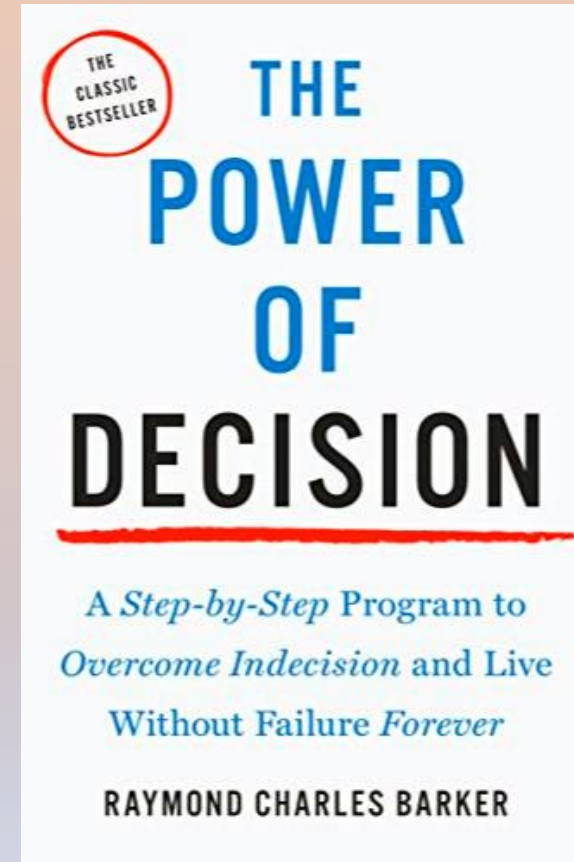
The power of a DECISION:

The greatest obstacle to making a decision, and following thru on those actions, is a lack of Clarity.

For a decision to have impact, and allow you to create a change in your actions, you will be taught how to create from the unknown. You will step out of your comfort zone. This is where most people get stuck. To become “Unstuck” requires a change in

Mindset. Our initial program is all about  
**Mindset.**

**It gives you the knowledge to ask better questions, which leads to better answers.**





# The one Thing: Marketing.

Lead generation is the lifeblood of your business. 90% of businesses that fail, fail because they can't bring enough business in the door. On the flip side, if you're able to get your lead generation dialled in, and a ton of interested people coming through your door, you'll have the funds to buy yourself out of any challenges your business faces. Of course, you already know this. Customers are the lifeblood of any business.

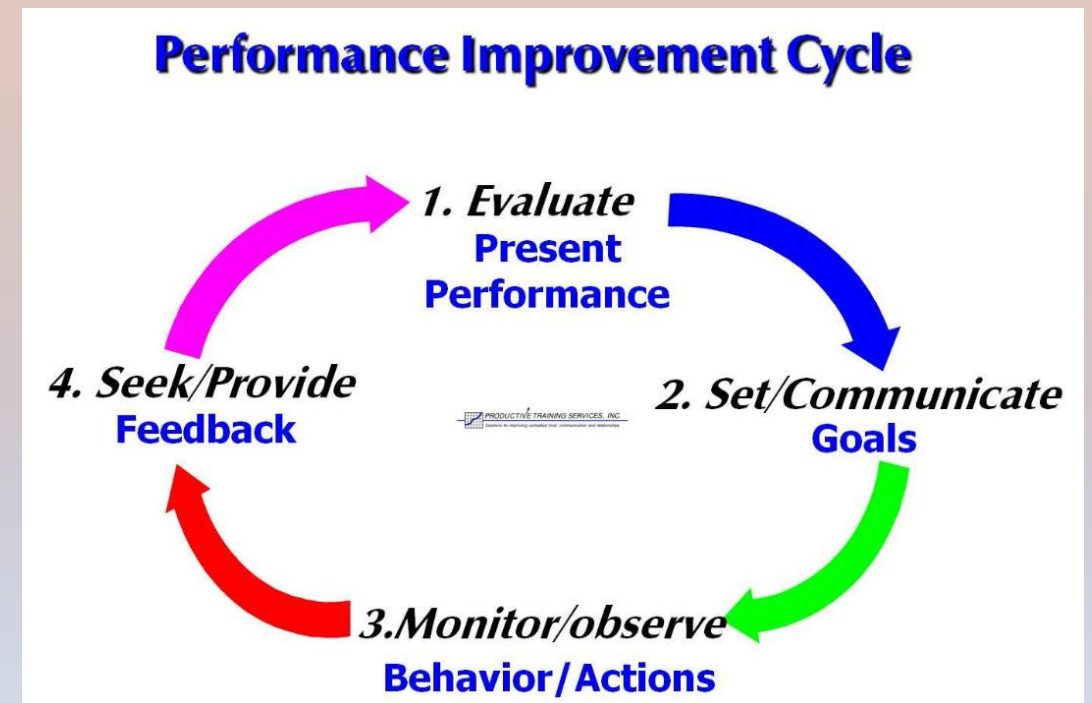
According to HubSpot 61% of marketers rank lead generation as their number one challenge. It's a universal struggle and it has been for a long time.

But still, it feels wrong that attracting new leads is so difficult. With the internet, we have direct access to billions of people. So why is it so hard to convince two or three of them each month to become paying clients?

The sales Funnel:

Content ? Lead Capture ? Sales Pitch.

It sounds appealing... **but just doesn't work.** You need a real connection with your ideal clients... Especially if you want them to entrust you with their livelihood.



## Introducing “The Funnel Pipeline”.

Whilst is part of the picture, from my experience, and the learnings from so many people who Fail to get Launched”, its actually about Marketing.

**Marketing is a numbers game!**

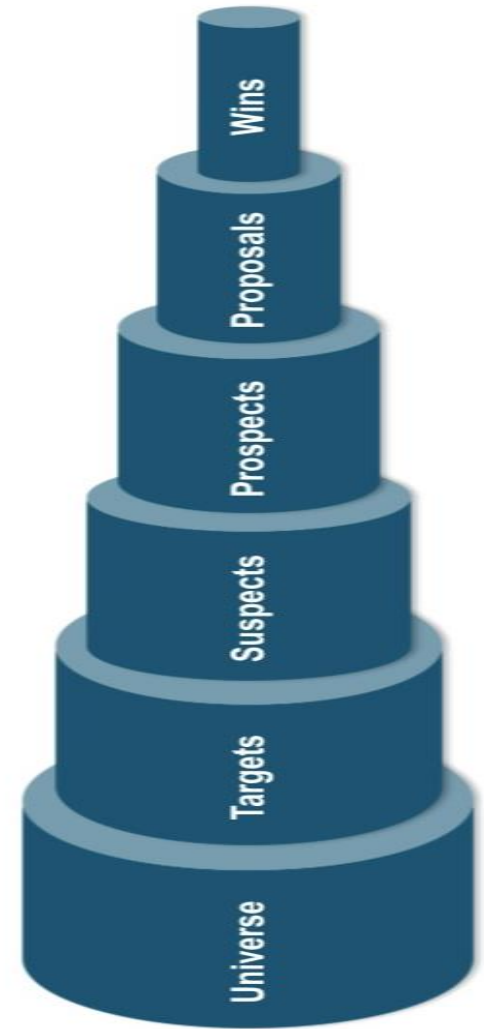
**Marketing is a Mindset Game.**

Its also about learning from failure. Failure is something I had to work thru to create success.

We don't just offer you a course or program and let you do it . We are in this with you. We stand beside each other to create an outcome.

Results matter for all.

I have details of the structure on the website.



While it might seem overwhelming, in this process I am going to share with you how you can become a Leadership Development and Coach, and be very profitable, the investment in self for a start-up is at an all-time low. That means you can invest in your own business with very little capital.

**Well, if you are ready to be open to opportunity,** you can become a highly successful entrepreneur, and embrace financial freedom, then this can provide a pathway.

It all goes back to the global market I mentioned earlier in this chapter. With the world now a single market, all you need to start this journey to success is access to a laptop and the internet.

That's it. With access to a laptop and the internet, your area of opportunity includes not only the potential of your local market; your opportunity is truly global.

In today's world, opportunity is only going to become more available. Think about it. Ten years ago, if you were going to quit your 9 to 5 job to become an entrepreneur, you would have had a very difficult time. For many individuals it was nearly impossible.



IF YOU HAVE PICKED UP any of the books, available about making money online, it's more than likely that you identify — or would like to identify — as an entrepreneur. You are going to learn how to master the three concepts that will catapult you to the success you deserve: LEARN: TEACH: EARN: Once you master these, you will almost effortlessly become the highly successful, financially independent entrepreneur you were meant to be.

A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty. — Winston S. Churchill.

**The first piece of the puzzle is Opportunity.** No matter where you live or what you do, remember that we are all surrounded by opportunities on a daily basis. According to a recent article in Forbes, there are almost 28 million small businesses in the United States alone. Over 22 million of these businesses are made up of self-employed individuals with no payroll or employees. When most people think about launching a small business, their minds naturally gravitate toward the idea of “traditional” small businesses. The truth is that 52% of small businesses are home-based - and a whopping 15 million people have a business. What's even more intriguing is that approximately 543,000 new businesses are started every single month! The technological advances we have experienced in the 21st century provide us, as entrepreneurs, with far more opportunities than ever before. Why? Because the world as a whole is now a single market. This means that entrepreneurs can now think about opportunity on a global scale from Day One, yet they can start locally. This approach, popularly known as “globalization,” means that you can design and deliver global solutions that have relevance to every local market you plan to target.



## Marketing Formula: A + O+ M = R.

### Audience:

The first thing, the most critical element of any marketing campaign success, is the **Audience**: Who are you talking to?

Have you properly targeted the right people? Does your message align with your audience, with what it is that they want, with what it is that they're after, with what it is that they most desire? Their needs and wants, right?

How targeted are you with the audience because the right audience, a correctly targeted audience, can make up for many other marketing campaign weaknesses?

But a weak audience or the wrong audience, no matter how good your marketing copy is, your headline is, no matter how whizzbang your marketing automation may be, it will never succeed if you're targeting the wrong audience.

If you've put together a marketing campaign, all about learning mixed martial arts, and you've got a phenomenal headline, and you've got an excellent copy. You've got a great layout and pages and design and everything, but the audience you're talking to is maybe elderly grandmothers.

Well, there's a good shot that your campaign will fall flat.

But if you know that your audience wants something very specific, they crave something very specific, and you can offer them that very specific thing, you don't have to be the best copywriter. You don't have to have the best graphic design. You don't have to have the best marketing automation, and your campaign can still be wildly successful.

**The first critical element of your success with any marketing campaign is that you've targeted the right people.**

Are you in here?

Ready to leave your story behind?





## Offer:

The second element in order of importance, despite what many entrepreneurs and marketers have been led to believe, is the offer.

Is what you are offering to the audience, and what do they need to do to get it?

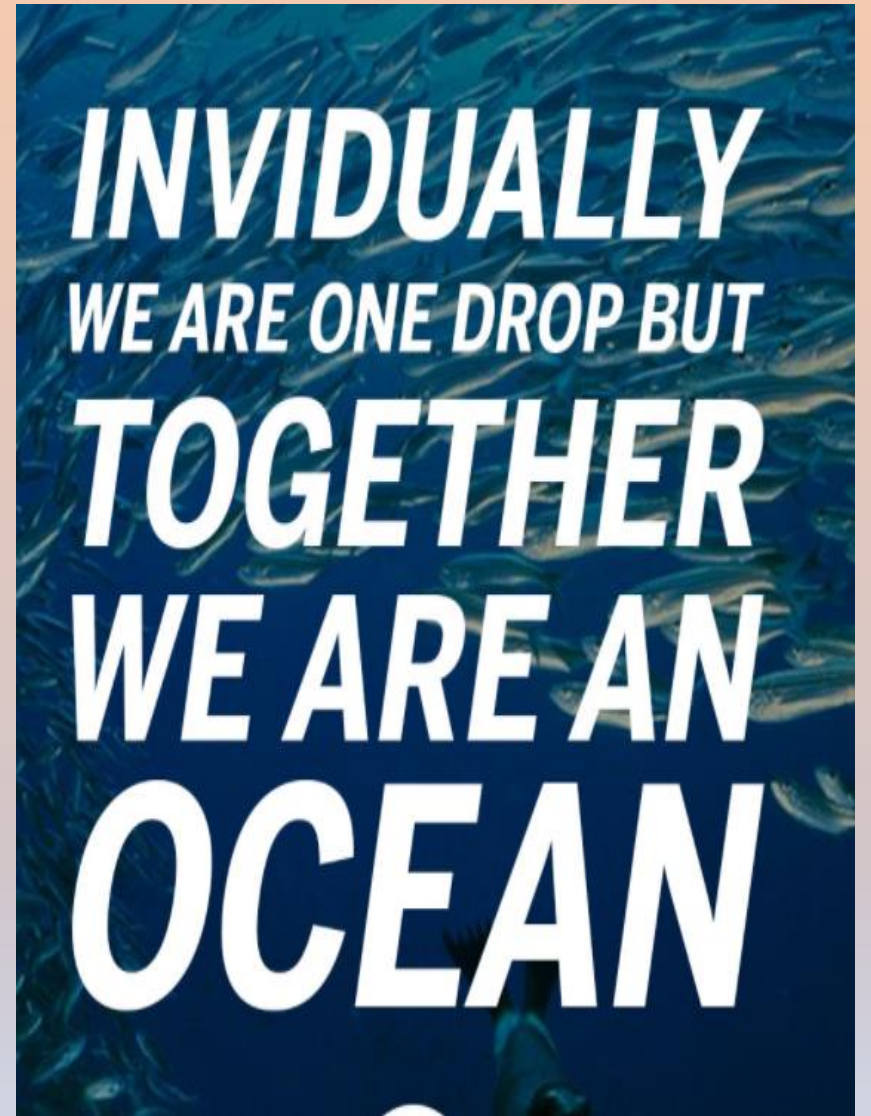
And so, the second critical element is not your marketing message.

It's not, despite what many marketers have been led to believe, the headline, the opening paragraph, the actual body copy itself before that is the offer.

The right list given or exposed to the right offer can make an incredible amount of sales.

The right list and the right offer can again make up for many marketing shortcomings, a lot of missteps, so to speak, from a marketing perspective.

**The offer can make or break your campaign, assuming that you are going to the right audience.**



## Message:

The right audience with a great offer will always pull the wrong audience with a great offer or the right audience with a weak offer and great marketing copy and great marketing automation. The two most critical elements to your success are the audience and the offer. And then finally, the third element is the **marketing copy**.

Why am I sharing this with you in this context? I want you to understand that lots of marketers, when designing a marketing campaign, they sit down to write the copy, the message for their video sales letter or their sales letter or their email campaign or for their webinar, for whatever it may be, and they agonize over every word, every sentence, every paragraph. They do very little work to ensure that they've targeted the right audience, and they focus the majority of their attention on that third element. This element that is not as important as the audience and offer. These are the three things and the order of the three things you need to be aware of.

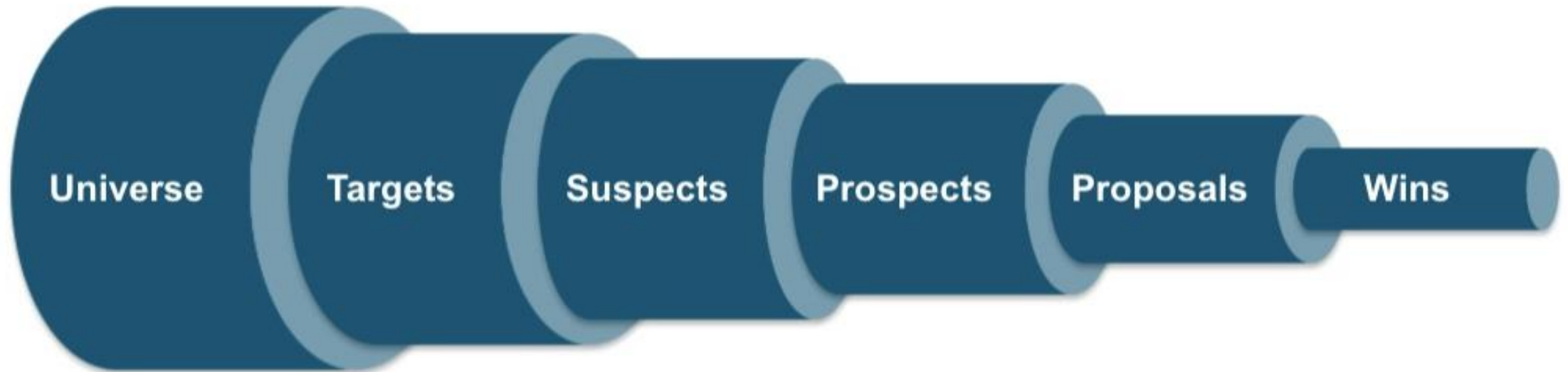
First, the audience, second, the offer, and finally, third, the message.

**A + O + M = Magic Result.**



# The concept of Success from Scratch.

- How our Start from Scratch Break Free Now works.
- Co-Operative Marketing Program to generate leads.
- Objective: Conversations
- Present the different solutions
- Product, Coaching service
- Offer Business Opportunity.
- Access to our existing infrastructure.



# Solving The One Thing!

The Iceberg Model of Success.

*Shallow.  
Price Driven!*

*Transactional Exchange. Money for  
product. Buy the product and do what?  
Very little transformation!!!*

*Price/  
Service.*

*The conscious  
mind of reality.*

*Deep work:  
Value Driven!*

*What we  
OFFER!*

*Outcomes!  
Result that people expect.  
An exchange and a  
resulting benefit from the  
process. Transformation!*

*The subconscious  
mind that actually  
controls your  
reality.*

Iceberg Model.

So much information.....so little transformation.

# The One Solution:

Starting from Scratch. The Road map for Income and Lifestyle Balance!

LEADS!

## Do you have this problem?

(target who we are helping!)

Connect with other people Audience.

Blind audience: paid advertising

Build authority: social media

Move to Sales: email

SALES!

**Sales System** (Webinars, Strategy call etc.)

**Irresistible offer:** transformation, not information

**Customer Journey:** there is a process to explore.

The Business of Leadership development and Coaching.

EXPANSION!

- 1) **Exceed expectations!** Get referrals...
- 2) **Leverage you?** From one to one to team.
- 3) **Leverage your products.** Sell to groups via online or seminars.



Its really quite simple. Combined marketing dollars targeting particular customer avatars, with the same story.

### Lead: The initial inquiry.

Products: Online courses and / or Coaching.

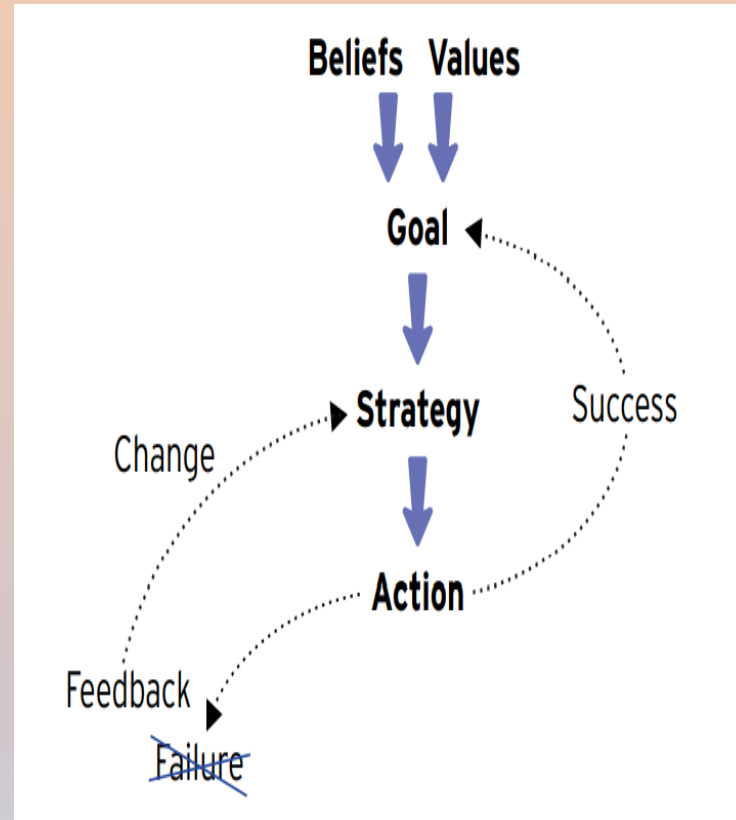
:

: Get Unstuck: clarity of purpose.

: Marketing Package for any Business:

: Work with Bruce:

: Business with Bruce:



### The Nurturing Process.

Our Email support/sales.  
How we keep in touch is important.

We want people to benefit from our emails, not to be “sold” something.

Remember: we are marketing to a select group of people with this offer. The objective is to have a conversation that will enrol people, make sales of products and then be nurtured with our email program.

## The Six Figure Income:

This package is only available to the limited number who take action now. Spaces are very limited.

Obviously, we are structured to give you the Best possible chance for you to succeed. What that means, spaces only become available as our clients become successful. We are in it for the long haul.

## Meet the Team



Meet Pauline, my mentor, coach and alround great business associate. Pauline shares her 15yrs plus as an online Marketer. Her experience is priceless.



I'm Bruce, your leadership coach and presenter of this opportunity. Leadership and Knowledge to allow you to create your La Dolce Vita.



Looking forward to you enjoying greater success. You are willing to "start from Scratch".



Meet Rev, who is our Facebook Guru for all advertising thoughts.

## The Investment:

The marketing promotion is based upon a compound effect. Success is always about the product and the number of visitors to the information.

This is a very affordable marketing objective, easily afforded by most people.

Whilst this may not be for you, I am sure you know someone who is interested in improving their personal financial situation.

Lets have a chat and see how this is a fit for you. [Book on the page here.](#)

# Break The Shackles



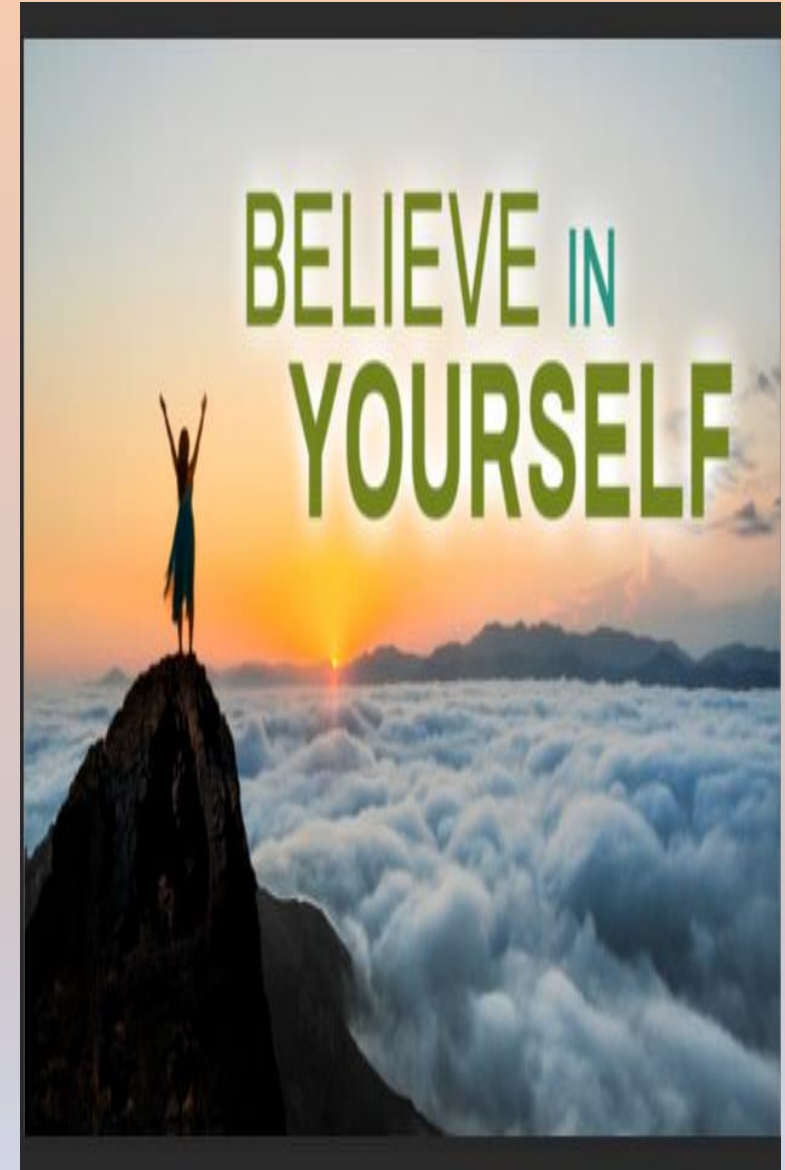
## **The 100 CLUB:**

Designed to get your business launched: train people how to become successful personal and business coaches... and how to grow their coaching practices by getting high-quality clients. Based on a proven and successful process of using numbers.

If you currently have a desire to create your own Leadership Development coaching business, then I want to invite you to partner with us. We limit participation to few people at a time, and should you choose to register, you might have to wait until we do it again.

Coaching is growing fast right now, and our success from scratch course is our best-converting lead generating structure.

It's a great offer for people who have reached a point in their lives where they want to take their knowledge and experience, and use it to build a fulfilling virtual business that helps others... and makes them solid income.



## Do you Qualify?

To participate in our program you are  
Committed to achieving a six figure income.

Must have visited and understood our  
philosophy at [brucerossonline.com](http://brucerossonline.com)

Looking for an Encore Business opportunity.  
(that means we have had a conversation).

Understand the power of Leverage. Leverage  
in any business comes at a cost.

To Become what you want to Be:  
This process is about YOU, having a place to  
start and rapidly create your La Dolce Vita.

## How to participate in our Business:

**Client:** *Client you will receive the very best training and coaching available today. You will be introduced to concepts so powerful that you will begin to understand what Transformation is really about and what is actually possible.*

**Coach:** *Not all Coaches are equal. There are certain aspects of your unique personality that can give you an edge. That being said, you are only as good as your tools. If you're ready to get unparalleled wins with your clients, there is an alternative approach. We will teach you to target something much more fundamental. And when you shift something fundamental, everything else shifts as a by product.*

**Retail Distributor:** *You act on behalf of the business and receive a commission on the sale of product:*

### **Network Business Director:**

*A Network Director is not a Coach. A Network Director earns money by doing three things:*

- 1. Selling our Courses, Trainings and Seminars.*
- 2. Enrolling new members into your Network to sell these products.*
- 3. Enrolling others to become Business or Life Coaches.*

*The Break Free Now program is only available to those who wish to BECOME a network Director.*



Because opportunity continually increases, you can invest a small amount right now to start building a profitable business. You might be thinking, that this information is suited to young people, who can embrace technology and really understand the new languages being used on the internet.” This is entirely incorrect - a false mentality that many people have. It’s also the same mentality that quite often deters success! Whilst it’s possible that many people don’t have the skills of the younger generation, what we have is life experience.

**The truth is that Gen X and Boomers are joining the fun** in record numbers. The percentage of Baby Boomer entrepreneurs who have started a business grew from 14.3% in 1996 to 23.4% last year.(currently growing still). In fact, in every one of the past 15 years, Boomers between the ages of 55 and 64 have had a higher rate of entrepreneurial activity than Generation Y - and every year the number of Baby Boomers starting their own businesses grows dramatically. This strategy will allow you to start small, and earn as you learn, whether you have any knowledge or experience. What I’m sharing with you is simple, and the opportunity is what you desire it to be.

You must know where you are on this ladder.





# Success from Scratch:

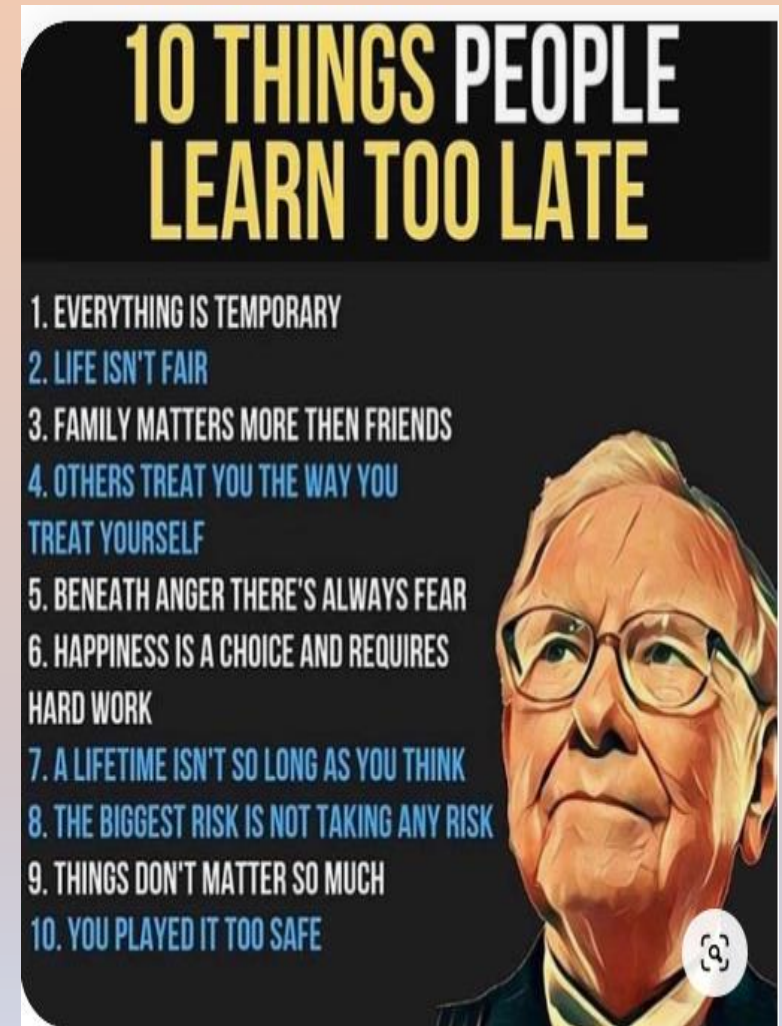
## Its never to late:

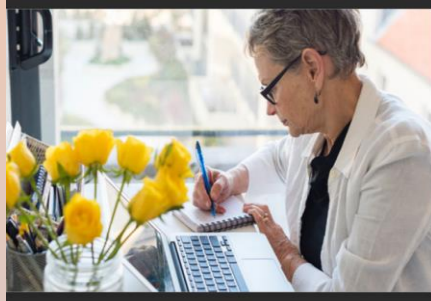
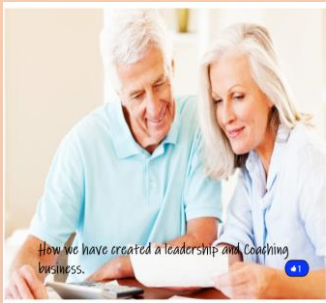
### Starting Over:

*Instead of making a resolution, which most of us aren't all that great at keeping, why not look for some areas in your life where you'd like to begin anew? Here are some tools to make starting over a little easier and your new year a little more emotionally fit.*

- 1. Starting over is not the same as recouping from a failure. It is a new beginning. This mindset is helpful because it keeps you from wasting your time being too hard on yourself.*
- 2. Moving through life is like climbing stairs. You go up a level and then you level off. Nothing is ever a straight shot. Have some patience with yourself and with your newfound direction.*
- 3. Now could also be a new life if you approach it in the right way. Sometimes little ideas can turn into big things. Try writing that letter to the editor or, if you need to, make the choice to drink a little less alcohol*
- 4. Endings are not necessarily bad things. Even if the past year was your best so far, the one ahead might just leave it in the dust. This is also true if it's been your worst year so far, and you've suddenly found yourself unemployed or unattached.*
- 5. Starting over may feel scary, but it's really a cause for celebration. Think of it as exciting, and many of your anxious feelings will begin to fade.*
- 6. Remember that your future is not governed by your past. No matter what has happened in your life, you can find a way to make things a little better for yourself, and hopefully for those around you as well.*
- 7. Having to start over is different from choosing to start over. For those whose lives are still in chaos because of manmade and natural disasters, starting over is not a choice. Giving support to those in need and being able to accept it when necessary are great qualities.*
- 8. Healthy alternatives to negative lifestyle patterns abound. Take baby steps if you don't feel comfortable making all your changes at once. If you can't stop a bad habit, start by cutting back. It's okay to give yourself a little time to moderate or stop something that's hurting you.*
- 9. It's not all about joining a gym to get fit. What about taking a dance class to get in shape and have fun at the same time? **Starting over can mean chasing your dreams.** We're happiest when we're moving toward a goal.*
- 10. Starting over is about giving yourself a chance at real happiness. You will have to be brave and get good at learning new things, but how bad can that be? At the very worst, you will acquire the skills you need to start on the next project.*

Article from [Barton Goldsmith Ph.D](#)



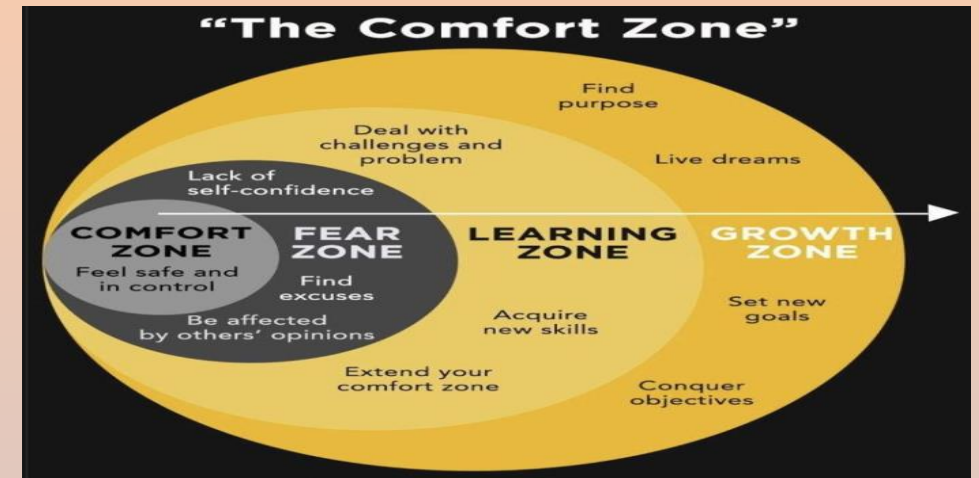


## Quick Summary:

This may not be for you, but if you are  
 You are:  
 The person who wants to earn a 6 figure income, working part-time from home.  
 Your willing to start from scratch.  
 Your open to leaning new skills  
 You have a reason.  
 You work and contribute to the team.  
 You are creating your La Dolce Vita.  
 You are prepared for a 90 day commitment.  
 You understand marketing is required and that requires investment.  
 You evaluate the whole process to see if its of value to you.

**Doors Closed Doors Open** “The only thing that is constant is change” is a famous quote by the ancient Greek philosopher Heraclitus. Indeed, life is continually changing and evolving. This means that from time to time, things just stop existing. Losing a job, ending a marriage, or moving to another place are examples of changes that many people have experienced. We lose out on something important, a big plan collapses, or we are rejected by someone. Another way of expressing this feeling of loss is that a door is being closed. However, the end of one thing is always the beginning of something new. We have the option to stay focused on what is not here anymore (the doors that have been closed) or become aware of the new avenues that unfold. Optimism is about the latter option. It is about also seeing the doors that are being opened. It is about holding a favourable view about the future while considering closing doors and turning them into something beneficial.

How to find your voice, inspire others and create income.  
The next step is to connect.  
We will have a chat on either Zoom, where I will be able  
to answer any and all your questions.  
Our success from scratch offer will be discussed in full.  
Thank you for your time.



I know the thought you have in your head whenever you want to start attempting that dream that's been sitting in the back of your mind for a long time.

You tell yourself "Who am I to follow through?"

Let's just be honest. The vast majority of people never follow through with their deep-seated dreams.

I remember listening to this talk by Les Brown when I first started learning about self-improvement. Here's what he said:

*"The graveyard is the richest place on earth, because it is here that you will find all the hopes and dreams that were never fulfilled, the books that were never written, the songs that were never sung, the inventions that were never shared, the cures that were never discovered, all because someone was too afraid to take that first step, keep with the problem, or determined to carry out their dream."*

*Take the first step !*



*If you want to live a successful life in 2021 and beyond, staying adaptable and learning new skills gives you the best chance of staying ahead.*

*The internet has given people career opportunities that never existed before. The barriers to entry in many areas are low and if you combine certain skills you can create a tailor-made career that suits your needs.*

*This is the ultimate goal — to be in full control of both your career and lifestyle and into retirement.*

*These skills can help you whether you're trying to be a top employee or if you're trying to start a business of your own.*

*You can even combine both and have a hybrid career. That's the beauty of the age we live in. You don't have to be pigeonholed into one path at all.*

*We all have what it takes to learn the skills we need to use to adapt and thrive.*

Many aspiring entrepreneurs are coming from places where they are desperate to make money. While this is understandable, this mentality can often lead people to hopelessly latch on to any hope that their poor finances can change. This mentality is a perfect feeding ground for scamming rhetoric to convince you that this "miracle" course will "save you" from your problems.

**If you are to be successful in business, you have to be able to take responsibility for your own success.** As such, you cannot enter into successful business if you are coming from a place that causes you to make poor and desperate decisions. If you do come from this place, you are in danger of making critical mistakes that can ruin your business or financial integrity.

**When you look for business coaching, you should carefully assess what you want, and research the courses and material that have a consistent track record of helping people get there.** Most of these courses will, in some way, have groups of people who call them scams. However, if you aren't desperate, you will find it quite simple to find a reliable source of entrepreneurial tutoring.



The next step belongs to  
YOU. To have a  
conversation is where it  
starts.



Break The Shackles

Contact:

Bruce Ross

E:bruceforonlinesuccess@gmail.com

Book a [chat](#) with me.

Yes I will try and sell you on me.

No, you don't have to buy me or what we do.