



The 7 Step High-Income Blueprint

by Matt and John Rhodes
“The Rhodes Brothers”

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Welcome and Congratulations!

Hello! My name is Matt Rhodes. On behalf of my brother John and I, please allow us to be the first to say **CONGRATULATIONS** for your purchase of the **7 Step High-Income Blueprint**.

John and I have spent over a decade closely studying the habits, secrets, and common patterns amongst all of the world's richest and most successful self-made CEOs and entrepreneurs.

Applying the lessons from our research has allowed us to pocket multiple millions of dollars in sales from hundreds of different simple products and services that we offer in multiple industries over the last 10 years.

During that time, we've discovered there are 7 steps...and **ONE SKILL**...that matters the most for earning more income and reaching the next level.

Here's the good news - just by reading this, **you are already a cut above your peers**.

Most people simply don't have the gusto or motivation to even *research* how to start and grow your own business.

It takes a certain mindset and drive to get here. A willingness to grow out of your shell and take a chance on yourself.

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You're in a small club of people who are entrepreneurs. I don't really care if you are the type that "hates the label" - or you're just getting started and don't have a business - or you're already a business owner or manager.

The very fact that you're reading this report makes you an entrepreneur by nature.

What you're about to read are the 7 steps that every successful self-made business owner and every ambitious startup visionary has followed to join the **"top 1%" - the High-Income Elite.**

After following these 7 steps, we've earned millions of dollars worth of sales with our own simple online businesses while living a lifestyle of complete freedom. We work when we want to work, we travel when we want to travel, and we never have to sacrifice time away from our families.

It's all been made possible thanks to these 7 simple steps, which has completely changed the way that we have built our streams of cash flow.

We highly encourage you to print out this report right now. Read it once front-to-back, and then read it a second time while taking notes. Then, read it at least once per week after that to keep it fresh in your mind.

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“There seems to be some perverse human characteristic that likes to make easy things difficult.”

- Warren Buffett, CEO, Berkshire Hathaway

STEP #1: Establish Your Goals and “Reason Why”

“When something is important enough, you do it even if the odds are not in your favor.”

- Elon Musk, CEO, Tesla

Here's the dead honest truth.

If you don't want something - I mean, *really* want something - then there's absolutely no chance that you stand a hope in hell of achieving it.

In our last decade online, there was something that became crystal clear to John and I. Quite literally everything worth having in life takes energy, motivation, focus, dedication and an investment of either your time or your money.

There are no two ways around it. The Law of Conservation of Energy proves that you cannot create something from nothing.

In order for you to even step your first foot off the starting line, you must have the energy and complete desire to see the race through to the end.

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Virtually everyone gives up. You cannot.

You need to understand that you will run into more than your fair share of hurdles during the race, especially if you are doing everything yourself and forging your own path forward in the woods without guidance. You need to be willing to accept failure, learn from it, and correct course with the lesson you learn in mind.

Your ability to keep fighting for your goal is what separates you from the pack. You will face difficulties. You might fall a couple times. You might fall a lot of times.

But if you have a crystal clear vision of your end goal, you might not fall at all.

Your clear vision must be about more than just “money.” You need to have a very clear reason why. I’m not just talking about wanting to spend more time with your family, traveling to the places you want and purchasing all the things you want.

You need to know what you want, what your passions are, what lifestyle you want to have, and what your end goal truly is. What excites you is completely different for everyone.

Everyone has their own reasons for wanting to start a business. The money is nice, and it’s an important tool that enables you to make more decision, but your reason why is virtually never about the money itself – it’s always

about something else.

My Reason Why for starting and running a business is crystal clear: I want to be able to stay home, support my family, and spend as much time as possible with my wife on the schedule that I choose.

Whenever times get tough (as they do for even the most successful business owners!) honing in and focusing on my Reason Why creates a bottomless well of energy, stability and clarity.

Find your own Reason Why. Make sure it is about more than just the money and what you can do with the money. The most rewarding Reason Why is often helping someone else, or a group of people.

It could be wanting to spend more time with your kids or grandkids. Creating something valuable to pass along or leave as a legacy. Even if you just want to build something bigger than yourself and help other people solve a problem – that can be a good Reason Why.

It's up to you. Just remember it's not all about the money.

If you have a clear vision of your reason why and what you truly desire out of your life, then the hurdles you need to surmount are just *temporary obstacles*. And usually, they make you smarter, and put you that much closer to your end goal.

They're not roadblocks that stop you dead in your tracks, like they do for everyone else.

Warren Buffett was the father of the phrase, “**economic moat.**” To oversimplify, it means that making money has barriers.

The moat is a good thing. If everyone could make \$1,000's per month magically, then everyone would do it. But no one can work magic. Everyone else faces the same obstacles and moat that you do, and most of those people are willing to give up while facing those barriers.

But you are not willing to give up, because you have the desire. Once you've got that passion firmly in place, you're going to find that following through on all of the other steps becomes trivial.

It's easier to earn that kind of money than you probably think. You just need to be committed to invest the time and energy in yourself, your passion and your vision.

Only *after* you've established your reason why and your crystal clear vision can you move on to step 2.

STEP #2: Use Proven Business Systems

***“Do something. If it works, do more of it.
If it doesn't, do something else.”***

- Franklin D. Roosevelt, President of the United States

A lot of people waste time thinking they need to be some sort of innovator, that they need to do something completely different from what everyone else is doing in order to succeed.

That's entirely wrong. You just need to do what has already been proven to work for others.

Yes, because you're doing what others have already done, you're likely to face some competition. But this competition is a good thing. **If there's competition in a market, that means there's demand and money already flowing in a market.**

If you try to get into the underwater crochet market, you're going to run into trouble because there's no demand, no money, no searches, and no people.

You do not want to be the one to be “an innovator in a brand new market,” because it's incredibly risky unless you're already backed by millions of dollars. Trying to spend lots of time developing products and services for

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unproven markets is like storming Normandy Beach without cover fire.

As Kevin O' Leary from Shark Tank says, you're going to lose gobs of "money soldiers" trying to establish your beachhead in your new market.

More importantly, you waste time. You could spend years working on a business that discover that it's not viable after you've invested your hard-earned time and money. You can get the money back, but you can never get that time back.

Instead, look at what successful people are already doing and copy their systems and models. If a business does something over and over again, it means that it's working for them.

Look at the routines, the updates, the marketing, the positioning, and how each part of their system connects with one another to completely understand the proven business models of markets that you are interested in targeting.

Recommended For You: Inside [Unlock the #1 High-Income Skill](#), John and I reveal the proven system that all Self-Made Entrepreneurs use to grow their businesses.

We also connect you directly with highly successful entrepreneurs and business owners who are willing to share exactly what they're doing right now to earn millions

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of dollars in sales. [Click here for your special invitation.](#)

Most entrepreneurs fail because they flounder from project to project, green pastures to greener pastures. Once you're able to hone down on what actually works, then you can invest your resources and energy into **focusing** on what is already proven to grow your cash flow.

Which leads us to our next step...

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STEP #3: Build and Buy Assets That Generate Cash Flow

***“Never take your eyes off the cash flow
because it’s the lifeblood of business.”***

- Sir Richard Branson, CEO, Virgin

“The Rich” look at money differently than everyone else.

They use their time and resources building and buying assets that consistently send you cash flow - day in, day out. **They understand that money is merely a tool.**

From my experience and observations, people spend a lot of time worrying themselves and stressing over money. The next time you stress about money, take a step back and look at your life from a thousand-foot-view, and think about how ridiculous it is to worry about little slips of paper humans invented that we trade back and forth.

Instead, think about it like this:

Do you have a roof over your head? I’m assuming yes, considering you have access to a computer-connected device and the internet. You’re probably relatively safe from the outside elements, and you probably have many places to stay in case of emergencies and worst-case scenarios (friends, family, shelters, etc.)

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Do you know where your next meal is coming from? I bet – maybe you even have your meals planned for the next week and a fridge full of groceries. If not, you should go get a job in fast food or a restaurant to make sure you and your family are fed, since they often offer discounts or free food to their employees, and food costs can add up.

Literally *everything else* is secondary. Even in the absolute worst situations, virtually all of us living in first-world countries have it orders of magnitude better than those in third-world impoverished areas. You are one of the lucky ones.

To succeed at using money as the tool that it is, **do not** look at how much money you have in your accounts, and how much you owe.

Focus entirely on the flow of money, your weekly or monthly input vs. your output. Where your cash comes from vs. where it goes. These numbers can be intimidating and genuinely scary to look at if you are not financially savvy or don't keep regular track, or if you're deep in debt.

But you need to know the reality of your situation to be able to tackle and improve it. You can't win a fist fight with a ghost.

If you are just trying to get started building a business and you are worried about cashflow (due to debt or any other reason), my best advice to you is to keep about the same

level of spending you have now, but **re-prioritize your outflows** to focus on spending money on **asset building** and **cashflow creation**.

Cut out the cable bill and save yourself \$100/month. Get Hulu or Netflix for under \$10 a month.

Switch from your expensive \$200/month cell phone plan to a prepaid cell phone plan. They work just fine.

Spending a lot on interest to service credit card payments? Find a credit card that offers 0% APR on balance transfers for 12 or 18 months and move your balance off those cards. (Be sure to pay attention to the Balance Transfer Fee on your new card and do the math.)

Is your financial situation so bad that you have no idea what to do and don't see a way out? Talk to an accountant and look into bankruptcy. It's not that big of a deal, but you will lose access to unsecured credit lines for a couple of years, at a minimum.

(Actually, no matter how your financial situation is, you should probably talk to an accountant, **as they virtually always pay for themselves many times over in tax savings alone.**)

A disproportionate number of the richest people have declared bankruptcy at some point. It is far from a death sentence. The United States has some of the most lenient bankruptcy laws in the world, not just for businesses, but

also for individuals. This obviously is a last-ditch option, but it *is* an option.

I'm sharing all this with you for a simple reason: to let you know that **cash flow is what matters.**

You **will** need to spend money to build and grow streams of cash flow from your new business. The investments you make in yourself are the most important, and if you try to cut corners, you're (ironically) doing nothing but leaving money on the table and hurting yourself.

There is some truth in the words you need to spend money to make money. Do not fear spending money *on the right things*. **Money is a tool for creating new cashflow and asset building opportunities for you and your business.**

There are **many, many different types of assets that can generate cash flow for you.** Focus on fixed-cost assets that you pay for just once, and that yield regular ongoing cashflow for you.

Here's a hint: The absolute best assets for you, especially if you're just getting started, are sales funnels and offers that are proven to sell. We talk more about this inside [**Unlock the #1 High-Income Skill.**](#)

STEP #4: Grow With The Help Of Others

***“He who works all day,
has no time to make money.”***

- John D. Rockefeller, Wealthiest American of All Time

There is a point in every business owner's life where they realize that they simply can't do everything that is needed to support, sustain, grow and expand their business. It is nearly impossible.

Those who do try to do it all themselves end up overworked, under-rewarded, confused, and struggling to keep afloat. Even when you are first getting your business started, you need to learn to *trust others* and allow them to help you overcome problems, especially if they're complex or technical.

This is what the issue comes down to, most often. **Trust.**

Most of the people I talk to are overly sensitive about this. They don't want anyone in any of their accounts, tools, systems or admin backends. But usually, to help you, people will need access to those dashboards.

There is no way around it, though. To build your business, you will need to grant others access to one or more of your tools or dashboards, at some point. You *will* run into

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problems that you won't be able to solve yourself or that don't make any sense to solve yourself.

There are a couple of easy ways to keep yourself safe but enable others to help you as needed...

First, keep backups of all your work, transactions, leads, contacts, websites, data, all of it. This is good practice for many different reasons and is good basic protection for your business. You hear it all the time, so just do it.

Second, create sub-accounts with limited permissions. For example, Paypal allows you to create sub-accounts that only have limited capabilities that you set. (So, you could create an account that can only view individual transactions and offer refunds, but not handle or withdraw money in any other way.) Many other tools and services offer similar features.

With accounts that don't involve money handling (i.e., Paypal, bank accounts), I personally don't worry quite as much. I usually just set temporary passwords for workers and helpers, then change it back once they are done with whatever task I've assigned them. For long-term workers, I often create a separate account for them - but it's certainly not necessary in many cases.

In short, **let others help you solve your problems**, at a minimum.

You should start outsourcing using low-cost work

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platforms such as [Fiverr.com](https://www.fiverr.com). (If you use that link and create a Fiverr account, you'll save 20% off your first order, up to \$100 – you'll be able to solve many of your problems for \$10-\$20.)

But if you want to really excel and grow at a substantially faster rate, then you absolutely need to take it a step further than that. You need to delegate the daily and weekly chores needed to maintain your business.

Hopefully you have heard before that your time is best spent on working *on* your business, not working *in* it.

Think about the ways you can expand your business and have others maintain your operations while you focus on making money with your most profitable activities.

After you've been in business a while and have data to work with, look at how you allocate work hours during the day, then measure profitability attributed to those hours.

Do more of what is making you a highly hourly rate and do less or delegate more of what makes you less money (but may be necessary to growing or maintaining your business.)

Let others take care of the headaches for you. As you grow, the list of things you delegate or outsource will also grow. That's a good thing, as it usually means your business is generating a lot of revenue. Just be careful to pay attention to your margins.

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STEP #5: Leverage Tools & Automation

“The best investment is in the tools of one's own trade.”

- Benjamin Franklin, Founding Father of the United States

Using **proven business systems** (step 2) to generate **cash flow** (step 3) and then growing them **using the help of other people** (step 4) is the key to moving forward and becoming financially independent... but it takes time to build those systems.

That's why it makes more sense for you to **leverage existing tools** on the market to help you take advantage of those proven business systems and grow your cash flow quicker.

Find tools, try them yourself to see how they'll work to automate your business, and then pass them off to your team to use so they can leverage them to grow your business for you.

Many tools are designed to save you time, so when your team uses them, it saves them time too - which means **you need to pay them less while you earn higher profit margins**. Tools that you use regularly are a fantastic investment in your business without fail.

Once these tools are in your repertoire, you can benefit from them over and over again. Your tools, in fact, become another asset because they generate cash flow for your business. A carpenter can't survive without a saw and hammer, and if you're starting an online business, there are certain tools you can't survive without either.

Here's an example of a tool you need...

As a business owner, you always need to connect to and communicate with your customers to get to understand them better.

The best way to do this (which we recommend to our partners who purchase [Unlock the #1 High-Income Skill](#)) is to use simple surveys to reach and learn from new customers.

Surveys are the best way to introduce new customers to you and your business, and to find out about what your potential and existing customers want to buy from you. It works especially well when you ask directed questions and allow your customers the space to give you open-ended answers.

This can't be replicated with e-mail and most of your customers won't just "tell you" these things. You need to prompt them, and the best way to do that is with surveys.

Inside the [High-Income Alliance](#) (you get a **free pass** today with your purchase of [Unlock the #1 High-Income](#)

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Skill!) you get complete access to our own in-house survey automation software.

It is lightning-fast, versatile and cloud-based - it allows you to automate the process of connecting with an unlimited number of survey respondents and customers so you can find out exactly what they want, and it can even automatically redirect them to the product or service they are most likely to buy.

Our survey marketing response tool is just one example of a tool that makes growing your business faster, easier and more profitable from the very first day you start using it. We'll show you several others, including tools that are completely free... but are life-changing.

But in order to use these tools and be able to automate your business properly, there is a [special skill](#) you need to have. In fact, every single self-made millionaire, CEO and entrepreneur knows how to tap into this skill because **it's impossible to succeed without it.**

In order to be able to prepare yourself to use this skill, you'll need to complete Step 6...

STEP #6: Connect with Millionaires

“If you want to go somewhere, it is best to find someone who has already been there.”

- Robert Kiyosaki, Bestselling Author

You’ve probably heard the phrase from self-made millionaire entrepreneur Jim Rohn at some point: *“You’re the sum of the 5 people you spend the most time with.”*

If you spend your time learning from successful winners, you’re more likely to become successful yourself.

Absorbing the experiences of those who have already been where you want to be is invaluable, because they not only help show you what pitfalls to avoid, they reveal the shortcuts that matter the most when it comes to growing your streams of cash flow.

Don’t let others fool you into thinking that there are “no shortcuts.” So many uninformed (jealous!) folks love to beat the drum that there are “no secrets,” and that in order to succeed “you just need to put in a lot of hard work.”

These are generally folks who are not successful and are stubborn. **It’s terrible advice.**

Here’s the truth...

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Yes, you *will* need to put in work in order to build your business. There's no avoiding that, and as we've discussed, that's a good thing - because it leaves more money on the table for you.

But anyone who has ever grown a real business knows that there are certain activities that generate a disproportionate amount of cash for your business. It's the universal “**80/20 Rule**” in action - 80% of your results come from 20% of your actions.

Someone who is forced to understand all the individual pieces of how something works, and has taught themselves to do it, is a great teacher and has a thorough understanding of the subject matter. **Self-taught, self-researched expertise** is the *most valuable* type of expertise.

That's why we find it so useful to learn from self-made millionaires, because they have already fought the war from the trenches. High-paid CEOs get all the publicity, but there are tens of thousands of underground business owners earning millions using simple methods.

They've identified the absolute most valuable work that makes them money so you don't need to waste countless hours and dollars doing it yourself.

Through the High-Income Alliance, which you get included free when you download your copy of [How To Unlock the](#)

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#1 High-Income Skill, you'll connect directly with millionaires who started from zero and figured out the secret to growing cash flow for themselves.

They all know the same secret. Continue to Step 7 to discover what it is...

STEP #7: Start Using The #1 High-Income Skill

***“The way to get started is to
quit talking and begin doing.”***

- Walt Disney, CEO, The Walt Disney Company

While all the steps I’ve laid out up to now are incredibly important on your path to becoming self-made, they ultimately only matter if you know the [#1 High-Income Skill](#).

Just by *knowing* this skill, you can do nearly everything else wrong and still make money. That’s not an exaggeration.

Yet, despite being so important, most people don’t even know this skill even exists. You won’t find any Fortune 500 CEOs talking about it, and you won’t find mainstream entrepreneurs talking about it either.

Once people know this skill, they intentionally keep it very “*hush hush*.” They don’t want the added competition... but we’re willing to share it with people who partner with us because we operate in so many different industries and don’t have to worry about added competitors.

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To be clear, this #1 High-Income Skill is not anything you might be thinking of...

- It's **NOT** being innovative or creative.
- It's **NOT** knowing "tech skills."
- It's **NOT** building your own websites.
- It's **NOT** recruiting or managing people.
- It's **NOT** knowing how to sell.
- It's **NOT** having great communication skills.
- It's **NOT** creating your own products or services.
- It's **NOT** understanding what people want to buy.

Sure, all of these skills definitely don't hurt you as you build and grow streams of cash flow for your business... but none of them are the **#1 High-Income Skill** that really makes the difference.

Once you unlock this skill, you immediately become part of an elite club of people who know it. It's like a light switch being instantly flipped to the "**ON**" position, because you start looking at the world in a completely different way.

Just *knowing* it truly changes everything.

This skill is so important that we've decided to show you exactly what it is, how to unlock it, how to use it and how to immediately profit from it - all included inside our special report titled [Unlock the #1 High-Income Skill](#).

Combine this skill with the Self-Made Millionaire connections that we share with you exclusively inside the

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High-Income Alliance (free today with your purchase!) and you have all of the tools and knowledge you need to finally get achieve the independence you deserve.

You can become self-made and collect all the money you need, each and every month. There are special ways to do it using the skill we're about to show you, and it's possible for anyone to do it, even if you have absolutely no experience when you're first getting started.

All you need to know is revealed inside **Unlock the #1 High-Income Skill**. To thank you for your purchase of the 7 Step High-Income Blueprint, you're entitled to a special discount.

[Click here to get your discount and learn more about Unlock the #1 High-Income Skill.](#)

Please note that this coupon code is only available for a limited time after purchase.

Congratulations again for downloading your copy of the **#1 7 Step High-Income Blueprint**.

When you combine these 7 steps with the #1 High-Income Skill, you have the potential to become self-made like we've been able to do ourselves. You can't put a price on being your own boss and being able to spend all the time you want with your friends and family.

And remember, we're always here to help you.

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If you have questions before you download your copy of Unlock the #1 High-Income Skill, [please reach out directly to our support desk at 1099support.com](mailto:support@1099support.com).

We love hearing from you, and we can't wait to hear your success story. We'll see you on the other side!

All the best,
Matt and John Rhodes
Authors, **Unlock the #1 High-Income Skill**



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