

**KINGDOM
WEALTH
PRINCIPLES**
— AND —
ONLINE ACTIVATION



JASON VERDERA

HOW TO:

**CARRY THE
ANOINTING TO
CREATE WEALTH
& ACTIVATE
WEALTH ONLINE**

BY JASON VERDERA

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**HE WHO DID NOT SPARE HIS OWN SON,
BUT GAVE HIM UP FOR US ALL — HOW
WILL HE NOT ALSO, ALONG WITH HIM,
GRACIOUSLY GIVE US ALL THINGS?**

— ROMANS 8:32

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INTRODUCTION

This book is the culmination of what I learned about the Lord that has allowed me to transform from financial destitution and almost losing our home, to financial overflow, owning multiple homes, traveling the world and living a life of exponential abundance and contribution.

I do believe that there are people who are set apart to steward Gods limitless resources. We are all called to make disciples for His Kingdom but we're not all going to do it in the same exact way. Our gifts and abilities are as wide ranging as are our complexities as human beings. Many will work, many will pray, many will minister and many will finance.

I do believe that one of my roles in His kingdom is to finance and I believe that if you are reading this book, that you are chosen to embody this role as well.

If obtaining wealth for good is in your heart then the Father has it in His heart to bless you with your hearts desire.

He who did not spare His own Son, but gave Him up for us all - how will he not also, along with him, graciously give us all things? - Romans 8:32

Look at the birds of the air; they do not sow or reap or store away in barns, and yet your heavenly Father feeds them. Are you not much more valuable than they? - Matthew 6:26

If you claim the preceding words and scriptures, then this book will be a practical guide for obtaining financial wealth with God's grace.

The first part of this book surrounds the inner work towards financial wealth which is based on obedience to the spiritual laws God has designed to set us apart.

The final chapters will lay out our personal business strategy that has allowed my wife and I to break away from poverty to radically transform our lives for the better, with benefits far beyond the financial.

It's a tremendous privilege to share what we've learned through our experiences and my hope is that this book challenges you to create the greatness that God has made you to be. We are created in His image. And our God is a BIG God. We are not made to live a defeated life. We are created to conquer.

If you read this book and decide you'd like help implementing our strategies towards financial wealth, you can connect with us and learn more by going here.

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It would be our greatest honor to help you achieve your goals.

PART 1: KINGDOM WEALTH PRINCIPLES

1.

STRUGGLES HAPPEN FOR YOU

In 1996 I lost my home. My parents struggled to pay the mortgage and at the age of 14 we were being evicted from the only home that I ever knew. My mom said to me “Jase you have to get your things ready because next week we have to leave this house.”

With little warning my whole world was turned upside down. I didn't understand how or why someone can lose their house. It was a real world lesson that shook me to my core. I began to identify as someone who was poor and came from a poor family. I promised myself to never let that happen to myself and at the age of 15 I got my first job and created a hard work ethic ever since.

Then, In 2006 I married the love of my life. We moved from Staten Island to New Jersey and

bought our forever home at the young age of 24. We fulfilled Nellies childhood dream of a beautiful honeymoon in Maui and we were living at the top of the world.

And then came the 2008 recession...

Prior to 2008 we were already beginning to struggle. We over leveraged our credit to furnish our home and to live a life we were not financially prepared for. We were going to lose our home. I was going to lose my home, AGAIN. We were unable to sell the house because the recession devalued our home by almost 30%. We ended up renting it to a family for LESS than what it cost us to keep it. That summer we moved out of our “forever home” and into a 300sf basement apartment.

Our little basement apartment was equipped with a “kitchenette” but no stove. Our source for cooking meals was a toaster oven and an electric camping burner. I could not afford a storage unit so we crammed the contents of our 1800sf house into our 300sf apartment. Because our new home could not fit a bed and living room set, we leaned the mattress and disassembled bed frame up against the wall and faced our sectional

couches together to make a double wide couch/bed.

The move left me unemployed, and I fell into a deep deep depression. At that moment, I knew of the Lord but did not yet know the Lord.

Looking back in hindsight I wouldn't change a thing, because that time of struggle in my life was a gift and one of the best things that could have ever happened to me. And one of the greatest lessons that I've learned from it is this:

Life's struggles and challenges happen FOR you and not TO you. You see...

If not for that struggle, I would not have pursued self development, and would not have learned new skill sets and ways to create an income online.

If not for that struggle I would not have broken out of my comfort zone and would have settled for mediocrity and a \$600 a week paycheck as a car mechanic.

If not for that struggle I would not have been able to change from the person who needed

help from others, to the person who helps others and create the life that I always dreamed of.

If not for that struggle, I would not have surrendered everything to the Lord.

“LIFE’S STRUGGLES AND CHALLENGES HAPPEN FOR YOU AND NOT TO YOU”

God uses struggles to grow us, refine us, and prepare us for what’s to come. In many of the cases I have seen, the deeper the struggle the greater the reward. It can be compared to a bow and arrow: The farther back you go, the higher up you’ll fly.

Isaiah 48:10 - See, I have refined you, though not as silver; I have tested you in the furnace of affliction.

In the book of Genesis, Joseph is sold into slavery by his brothers. He is then carried off to a far away land where he is eventually

imprisoned. Can you imagine the level of hardship and struggle he must have felt while in prison in a far away country. While in the darkness it can be easy to feel like you're forgotten by the Lord. Little did he know, that he was a buried seed getting ready to bear much fruit!

Do you know how the story ends?

From prison, Joseph interprets the king's dream and saves the entire country from famine and becomes the second in command of the entire country.

He eventually reunites with his brothers and tells them that being sold into slavery was God's plan so that he can save many lives during the famine. You might say, being sold into slavery was the best thing to happen to Joseph.

God has a plan for us that is far greater than our own plan.

Today, I still face struggles. But I treat it very differently now. Today I get EXCITED when I face struggles because I know something great is happening for me!

What are you having to face today? If it's feeling a little tough then get excited because you are going to grow through what you go through.

2.

HOW MUCH DO YOU WANT IT

In 2008 I was a wreck. I was barely making ends meet. I can only afford to put \$15 in gas in my Chevy pickup at a time. Chicken nuggets and boxed mac-n-cheese was a dietary staple for us at that time. I couldn't even afford a ticket to the movies.

The stress was taking a toll on my health. I was gaining weight. I started to get heart palpitations, and I would break into cold sweats from anxiety. One icy December evening, I was driving on the highway when I had a panic attack. Heart palpitations, chill, and sweats started to break out. My peripheral vision started to turn black. I called Nellie to tell her that if I didn't make it home, I might be somewhere on the side of the Brooklyn-Queens Expressway passed out. I repeated the Our Father until I got to my destination.

When I got there I was finally relaxed but still sweaty and burning hot so I got out of my pickup, stripped down to my tank top and paced back and forth in the icy, 30 degree, December New York weather. You can only image the stares I got that night.

That night was a pivotal night for me. I knew at that very moment that if I don't change, my future was surely doomed.

I was really scared.

Which in turn made me really hungry... For change.

They say that it takes one of two things to make a person make a radical change in their life: Inspiration or desperation.

I was desperate. Cry myself to sleep desperate.

I started to do things that was completely out of my character...

I started to read books and made positive affirmations.

I got involved in sales and began talking to strangers and networked.

I became a rigorous student and followed instructions to the “T”

In 2 Kings 13, King Jehoash ran to the prophet Elisha because his army was under attack from the Arameans.

The prophet Elisha said “Open the East Window”. And he did. Elisha then gave him a bow and arrow and said “shoot”. And he did without question. With that Elisha said “You will destroy the Arameans at Aphek.”

To the world, Elisha’s request made absolutely no sense. But because King Jehoash followed his teachers instructions without question, he was able to conquer.

The prophet Elisha then said “Take the arrows” and the king took them. Elisha told him “Strike the ground” and he struck it 3 times and stopped. Elisha became angry and said, “you

should have struck the ground 5 or 6 times then you would have completely destroyed Aram. But now you will defeat it only 3 times.”

How hungry are you to defeat the mountain in front of you?

If victory meant you had to pound the ground, how many times would you pound it? Would you pound it only 3 times?

When I was at the point of crying myself to sleep, If there was a book that told me success would surely come if I only pound the ground, I would have pound it until my fists were swollen.

In my line of work, I get to meet people from all walks of life. All of them say that they desire change and financial freedom. Until it's time to take action. Then you see what their true desires are. Many of the times it looks more like this.

1. Parties
2. Sleep
3. Comfort Zones
4. Reputation
5. Travel Plans
6. Video Games

These are the true desires according to the actions that they take. If they only knew that with a little delayed gratification that they can have ALL OF THAT and much much more.

“DELAYED GRATIFICATION PAYS OFF”

I can remember very distinctly the moment I made my very first high ticket sale online. As I checked my email there was this new email that I've never seen before. It read, “Congratulations, you have a new Online Order.” I cried that moment and I thanked God that everything that I worked so hard for, which started just as a good theory that I walked in faith, all of a sudden became a concrete reality to me.

3.

YOUR MONEY IS NOT YOUR MONEY

There was a time when I didn't have a dime to spare. LITERALLY. I saved every coin and at the end of the month, I would take my jug of coins to the supermarket coin machine. I would dump them in, listen to them clink and clank and add up so that I can get my \$20-\$30 from the cashier.

I never had enough. In fact, I had more money leaving my bank account than I did coming in every month. I was relying on credit for my daily survival and that well was beginning to dry up too.

You didn't have to be Einstein to realize that financially the math was slowly heading to catastrophic disaster.

My mindset at the time was, “I don’t even have enough for me, how can I give even a dollar to God?”

To give credit where it is due, It was my mother-in-law who told me... I AM STEALING FROM GOD

Wow, that sliced me like a cold sharp knife.

Malachi 3:8-9 - Will man rob God? Yet you are robbing Me. But you say, “How have we robbed You?” In your tithes and contributions. You are cursed with a curse, for you are robbing me, the whole nation of you.

I thought, I was just being a little stingy to God. Plus God has it all right? He doesn’t need these little crumbs from my table

But I was all wrong.

All things come from Him. All things ARE His. He gave me 100% of what I have and only asks for 10% of it in return and I couldn’t even give Him that.

I had no alibi. I was stealing and spending God’s money.

Could this be part of why my financial status was so upside down? At the time I wasn't so sure about the answer. But I did know that I needed radical change. And I knew that I had to do this in faith. In the beginning I didn't tithe 10% but I did give \$5 which was a lot for me at the time.

Within a few weeks, maybe a few months (I don't know exactly because the change was so minute and so gradual that I almost didn't even notice there was a tiny shift in our finances.

Nothing changed in regards to money coming in yet (we still had the same jobs at the time) but I noticed that I haven't been so stressed about our finances at the end of the month. I noticed I was able to spring for Heinz ketchup and Hellmans mayo instead of the "no frills" brands. My gas tank wasn't running below a quarter tank as often. And we were even able to eat at Applebees once in a blue moon.

GOD IS GOOD!!

God always makes good on His promises. And His promises are everywhere in the Bible.

Malachi 3:10-12 - Bring the whole tithe into the storehouse, that there may be food in my house. “Test me in this”, says the Lord Almighty, “and see if I will not throw open the floodgates of Heaven and pour out so much blessing that there will not be room enough to store it.”

Proverbs 3:9-10 - Honor the Lord with your wealth and with the first fruits of all your produce; then your barns will be filled with plenty, and your vats will be bursting with wine.

Today we are radical with our tithing and contributions. We give monthly contributions to over two dozen ministries and organizations that are changing the world for the better.

We are able to help our family and friends who are in need and it all started with giving God what is Gods.

4.

MONEY IS A POOR MASTER BUT AN EXCELLENT SERVANT

Ever hear a Christian say, “Money is the root of all evil?” Of course you have. That is why there are so many broke Christians in the church. But have you ever heard a successful and wealthy christian say that? Of course NOT! That is because that statement is as scripturally unsound and as close to poverty mindset that you can get.

The truth is,

1 Timothy 6:10 says - For the LOVE of money is a root of all kinds of evil.

MONEY IS NEITHER GOOD OR BAD. IT IS THE POSITIONING OF OUR HEART TOWARDS MONEY THAT MAKES IT GOOD OR EVIL.

So how much money is unholy? Well the answer to that is:

How ever much, that takes your eyes and heart away from the Lord. For some that can be \$100. For others that can be \$100,000. And another it could be a million dollars.

So why did Jesus say in **Matthew 19:23** - ***“Truly I tell you, it is hard for someone who is rich to enter the Kingdom of Heaven.”***

Because rich people have more temptations at their table. Wealthy people have more responsibilities that steal away from their time.”

When I earned my first six figure income online, there was a shift. I wasn't spending much

time with the Lord. I had many new responsibilities. I had a new child. I was no longer the guy who cried to the Lord every night. No longer the guy who read Psalm 25 every night before bed.

I was redeemed.

And the Lord answered all of my prayers. And what He provided me took me away from Him.

Little by little as I increased in success, I also increased in anxiety and stress. I was living the life of my dreams. My wife was able to quit her job. We bought a boat. We traveled the world with our kids.

And then...

One night, I woke up shaking violently. I felt so cold and shivered uncontrollably despite our bedroom being 78 degrees. I was covered in fear and doom and did not know why. I knew I was having an anxiety attack. The first one in a long time and the worst one I've ever had. I woke Nellie up and asked for prayer. She prayed for me and I relaxed a bit but still could not break

the shivering. I asked her to drive me to the hospital and we went at 3am in the morning.

At the hospital the doctor confirmed that there was nothing wrong with me and I just had an anxiety attack.

It was a wake up call.

Until then, I did not even realize how far from the Lord I had allowed myself to get. I let my goals, my dreams and my aspirations become my idols and it took a toll on my relationship with my Lord.

“MONEY IS A POOR MASTER BUT AN EXCELLENT SERVANT”

God wants us to have money, not for money to have us.

You see, God does have it in His heart for you and I to financially prosper. You can't serve

anyone when you're in poverty but you can do much good when you are in a position of overflow with money.

Deuteronomy 8:18 says - For it is God who gives us the power to create wealth to establish His covenant.

Jeremiah 29:11 says - "For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future."

Because we have money we are able to finance church's and ministries that help advance Gods kingdom.

Because we have money we are able to feed the hungry, help the poor and serve numerous communities around the world.

Because we have money we are able to help our family and friends and our circle of influence that is closest to us.

Because we have money we are able to do so much good.

But here is the caveat: That in all times, good and bad we need to seek Him first.

Matthew 6:33 - But seek first His kingdom and His righteousness, and all these things will be given to you as well.

Luke 12:31 - But rather seek ye the kingdom of God; and all these things shall be added unto you.

Your poverty serves no one. Be the person who CAN help, not the person who needs help. You are God's chosen to help and feed His flocks. How do I know this?

It's because you are reading this book! You are seeking financial favor and God will, and as a matter of fact, ALREADY has given it to you.

In a commencement speech, one of my favorite actors and brother in Christ, Denzel Washington once said something very valuable that has stuck with me till this day. He said, *"True desire for anything good, is God's proof to you, sent before hand, to indicate that it's yours already."*

This completely blew me away! Your healthy desires that will glorify God, are given to you by God, and are a sign sent before hand, that God has ALREADY GIVEN it to you. You just need to act on it with faith.

Mark 11:24 - Therefor I tell you, whatever you ask for in prayer, believe that you HAVE RECEIVED it, and it will be yours.

John 5:14-15 says: This is the confidence we have in approaching God: that if we ask anything according to His will, he hears us. And if we know that He hears us- whatever we ask- we know that we HAVE what we ask of Him.

Did you notice that neither of these promises are in the future tense? They are in the past and present tense. You will not get it in the future, it is ALREADY yours. It is a PROMISE. So go get it!

5.

SCALABLE BLESSINGS

If you gave me \$100 and I turned it into \$500, would you trust me with \$1000? And if I turned the \$1000 into \$10,000 would you trust me with even more?

God works very much in the same manner. Have you heard of the parable of the talents?

In Matthew 25: 14-30 Jesus tells a parable about a master who has three servants. Before the master goes on a journey he leaves talents (a form of money) to his servants. To one he gave five talents, to another, two, and to another, one, based on their abilities. Upon his return, he found that the servant who had 5 talents traded them for a profit of another 5. And the one who had two talents profited and made another 2. But the one who had only 1, buried his talent to

make sure that he didn't lose it and returned it to the master.

To the servant who had five and made five more, the master said, "Well done, good and faithful servant.[c] You have been faithful over a little; I will set you over much. Enter into the joy of your master"

To the servant who had two and made two more, the master said, "Well done, good and faithful servant. You have been faithful over a little; I will set you over much. Enter into the joy of your master"

To the servant who had one and buried it and returned the one, the master said, "You wicked and slothful servant! You knew that I reap where I have not sown and gather where I scattered no seed? Then you ought to have invested my money with the bankers, and at my coming I should have received what was my own with interest. So take the talent from him and give it to him who has the ten talents. For to everyone who has will more be given, and he will have an abundance. But from the one who has not, even what he has will be taken away. And cast the worthless servant into the outer darkness. In that

place there will be weeping and gnashing of teeth.

That's sounds a lot like the answer to the age old adage:

“THE RICH KEEP GETTING RICHER AND THE POOR KEEP GETTING POORER.”

The answer is right in front us in the Bible.

You see, God wants to see that He can trust us with a little before He can bless us with an overflow. Just like when I started tithing when I had nothing.

Today we are radical with our giving. And we do it cheerfully because we know it will come back 10X. That is also a promise of God.

In the next chapter we are going to discuss the four keys to financial obedience. These four

keys are so important because these are the areas where I see many Christians fail towards financial obedience. They are so subtle and yet so unforgiving.

6.

FOUR KEYS

This chapter may be a hard pill to swallow for some but will be the greatest source of breakthrough for many others. These four keys when not followed will be “the good” that prevents “the great” from being activated in our lives.

So let's have it!

The first key to financial faithfulness to God is:
GIVING

The more you get, the more you give away.
The more you give away, the more you will get.

2 Corinthians 9:6 - Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously

As I mentioned in the last chapter, we are radical in our giving. This year alone our contributions are more than what I used to make annually in a nine-to-five job.

I do my best to never say no when there is an “ask”. I used to be wary about giving money to strangers on the street, wondering if their intentions are honest. And then I learned what Jesus said in this parable in **Matthew 25**:

35*“For when you saw me hungry you fed me. When you saw me thirsty, you gave me drink”*

37*“Then the righteous will answer Him, ‘Lord when did we see you hungry and feed you, or thirsty and give you something to drink?’”*

40*“The King will reply, ‘Truly I tell you, whatever you did for the least of these brothers and sisters of mine, you did for me.’”*

41*“Then he will say to those on His left, ‘Depart from me you who are cursed .’”*

42*“For I was hungry and you gave me nothing to eat, I was thirsty and you gave me nothing to drink.”*

God forbid if the Lord ask me for drink and I turn Him away!!

Today I do my best to always say yes. If the asker has poor intentions with my money then that is his case with God, not with me.

The second key to financial obedience to God is this: Earn your wages, and do not earn it in a way that hurts others.

You'll never create generational wealth with fast money or dishonest money. Yes, you can make money this way, but you'll never KEEP money either of those ways. It is Gods design.

Do you ever wonder why people who win the Lotto never stay rich? It is all part of Gods grand design. The greatest part about obtaining success and financial prosperity is not reaching your goal. The greatest thing is the person who you become on the journey.

If you take away all of the wealth of the world and evenly distribute it to the global population. All of the wealth will end up back in the hands of

the people who had it and gone from the people who didn't have it.

Why is that? It's because...

**“TRUE WEALTH IS IN THE MIND, AND
THE LIFE THAT WE LIVE IS JUST THE
MIRROR OF WHAT IS INSIDE OF US”**

The book of Proverbs has plenty to say about making money righteously.

Proverbs 13:14 - The soul of a sluggard craves and gets nothing, while the soul of the diligent is richly supplied.

Proverbs 28:22 - A stingy man hastens after wealth and does not know that poverty will come upon him.

Proverbs 14:23 - In all toil there is profit, but mere talk tends only to poverty.

Proverbs 16:3 - Commit your work to the Lord, and your plans will be established.

Proverbs 21:5 - The plans of the diligent lead surely to abundance, but everyone who is hasty comes only to poverty.

Proverbs 13:11 - Wealth gained hastily will dwindle, but whoever gathers little by little will increase it.

Proverbs 28:20 - A faithful man will abound with blessings, but whoever hastens to be rich will not go unpunished.

To break the chains of generational poverty, there's no ifs ands or buts about it, it will take hard work and sacrifice. And that's why many don't have it. Instant gratification has become the norm, and what is expected in today's society.

Now the third key to being faithful to God with your finances is: To pay your debts.

Withholding your debts stems from a place of lack and scarcity. It's like telling God, "I don't have enough to give my neighbor back what's rightfully theirs." The problem with that is that spending expendable income while owing a debt will continue to block an overflow blessing in our lives.

Remember, we must be faithful with a little, if we expect God to trust us with much.

And finally, the fourth key to financial faithfulness to God is: Gratitude

We as humans tend to take for granted these things that we get to enjoy from day to day and are familiar to us. And while it may not seem very extraordinary to us, there is another person out there that is praying for exactly what you already have now.

There was a time, when I was no longer struggling, that loose change meant nothing to me. They were small, insignificant amounts of money that I did not need. Little did I know, that this very mindset was a roadblock that prevented God's abundant overflow in my life.

And then one day I attended a Millionaire Mind seminar where the speaker said that he pulled a dirty penny out of a urinal. The highly successful speaker was a multi million dollar earner who owned multiple businesses and all I could think is, “What business does this man have taking a penny out of a urinal!” And when I heard his explanation, it had me completely convinced that I would do the same myself.

His simple explanation was this: Seeing lost money and not claiming it, is like telling God, “I don’t need this money. I already have enough.”

“No God, please don’t stop your abundant blessing in my life!” You see, you can still be grateful for all that you have now and still be expectant for more.

Today Nellie and I get so excited to find coins on the floor. When we do, we race each other to grab it, hold it up to the Lord and thank God for making us a money magnet and blessing us at that very moment.

Be radical in your gratitude. There is nothing not worthy of giving thanks to God for.

7.

THE ASK

One day, my adorable little daughter said to me, “Daddy, you said that one day we can eat at Applebees because I love Applebees.

But every time we go out we go to a different restaurant.” I completely forgot that I had told her that, and I replied back, “I’m sorry my love, I forgot that I said that, and every time we went out, you didn’t ask.”

You see, I had it in my heart to give my child what she wanted but because she didn’t ask, she didn’t get it. Sometimes, God expects the same from us. Don’t feel ashamed or embarrassed or underserving to ask. Come to Him with the heart of a child and simply ask.

Matthew 7:7-11 - “Ask and it will be given to you, seek and you will find; knock and the door will be opened to you. For everyone who asks

receives; the one who seeks finds; and to the one who knocks, the door will be opened.

Which of you, if your son asks for bread, will give him a stone? Or if he asks for a fish, will give him a snake? If you, then, though you are evil, know how to give good gifts to your children, how much more will your Father in heaven give good gifts to those who ask Him!”

John 16:24 says: Until now you have not asked for anything in my name. Ask and you will receive, and your joy will be complete.

I believe you're reading this is not an accident. Not everybody chooses to break out of the mold. Most are content with being in the position that was handed to them. But you are different. You know that God has called you for greatness. In reality we ALL are. But only a few will answer the calling.

Steve Jobs once said, “The ones who are crazy enough to think they can change the world are the ones that do.”

Ask yourself, “Do you believe that God has a calling in your life to change the world?”

Can God trust you to steward His unlimited resources in a way that glorifies His name and His kingdom?

Will you let your work be worship for the Lord?

If you said no to just one of those questions you can stop right here.

But if you said yes to ALL THREE then continue through the next few chapters as I explain my journey and process of how I was able to create a conscious online income which has allowed me to tap into Gods abundant resources.

In the end you’ll discover how you can even partner with us to do the same if you so choose.

PART 2: ONLINE WEALTH CREATION

8.

THREE STEPS TO ONLINE WEALTH CREATION

Getting kicked out of our home is not an experience I want to repeat. Although for Nellie and I, the experience was priceless.

I learned that everything that happened “TO” me, actually happened “FOR” me, and it was the first stepping stone to what would become a radical shift in my life.

I was severely depressed. Nellie and I left our first home that we bought after getting married. We rented it to a family who could afford it, while we moved into a tiny studio apartment back in our home town.

It was in that tiny studio where I first began to explore the industry of sales. In those days, I

would do and sell anything I can get my hands on. I've tried, wholesaling, drop shipping, real estate, network marketing. I even considered selling my blood to blood banks. I was a real desperate case.

THINGS BEGAN TO PICK UP FOR ME WHEN I DISCOVERED THE INDUSTRY OF HIGH TICKET SALES.

Why high ticket?

I learned from my own experience from doing house to house sales. It took the same time and effort to make a \$300 sale as it did to make a \$4000 sale. The only difference was that my commission on the \$4000 sale was astronomically higher than a \$300 sale! How can this be? It's all about...

Perceived value.

Here's an example. If I told you that I had an item for sale that cost \$100, and that item was an ordinary basketball, you would probably not give me the \$100. Now, if I told you that I had an item for sale that cost \$10,000, and that item was a beach house in Florida, how long will it take you to get the \$10,000?

You would probably jump on the \$10k deal because you know the value of the Florida beach house is much more. The concept holds true with all sales.

So life was getting good as I was getting better in high ticket sales, but going from house to house, doing 2 hour presentations, was still trading time for dollars. I found that the more money I made, the less time I was having.

...And then we had kids.

Having kids forced us to pivot. Nellie was still working a 9-5 job at the time and I had to lessen my work load to play daddy day care.

I needed an alternative way to make sales. And this new transition is what birthed the early

ideas of the core training that we taught other high ticket sales reps in our industry.

Our students have been able to create \$5k, \$10k, \$20k months with some creating a comfortable 6 figure income from home, with absolutely no experience or background in our industry.

Today, we created an academy to provide our training to be widely accessible and if you're aligned with our values, you'll have a chance to align with us to create the same success for yourself.

Our tremendous success is based on three fundamentals and those three fundamentals for creating a profitable online business are:

1. Leveraging social media
2. Getting an already established business system
3. Automating your sales process

These fundamentals are the evolution of how high tickets sales are executed today. It is the proven system that is used across numerous

industries. They're easy to learn and anybody can do it without previous experience. We're going to break each of these fundamentals down in the next chapters.

9.

LEVERAGE SOCIAL MEDIA

Like it or not, social media has become an integral way in the way we live our life. It is shaping the way that we live and the decisions that we make on a day to day basis.

It's not just where we connect with other people. It's where we get our news, it's where we shop, it's where we play games, and It has also changed the way we make money.

In today's economy, learning how to monetize social media has become the better and safer way to create income, and the number one recession proof skillset that anyone can implement right away.

If not for this one skillset, I would still be swinging a wrench as a car mechanic earning \$600 a week and barely surviving.

One of the most important things that I learned about creating an income online came from one of my marketing mentors Gary Vee. What he said seems so simple, and yet so many people do this wrong. And what he said is this: At the very core, your success boils down to getting as many eyeballs on your offer as you possibly can. Wherever the eyeballs are, that's where you'll find him.

Today, YouTube views surpass television viewership. A Super Bowl ad which costs roughly \$5 million for a 30 second spot, will produce 100 million views. While YouTubes top channels can produce that many views in a single video. YouTube celebrity MrBeast recently turned down a 1 billion dollar offer to buy his channel which gets from 50 million to 250 million views per video.

Today, Facebook advertising has been so dialed in, that you will get an ad, for the exact item that you just said that you wanted. Imagine what that means for the advertiser! To place your ad exactly in front of the person who already needs your product, at the very moment they wanted it. That is an extremely powerful tool!

Today, millions of people find and buy their products on Instagram. Instagram is one of the easiest ways to gain a following, create influence and to make money online with just a small following.

Many people think that you have to have a huge following to make great income on social media but that's just wrong. Even with just a small audience you can maximize profits and create an incredible income online. Anyone can learn these skillsets and start earning immediately.

The transparency, trust and buying power on social media makes it the number one source for advertisers and business owners to make an incredible income online. But it's not just for them. It's for EVERYBODY. And those who are willing to learn these skillsets are the ones who will flourish in the new economy.

Learning to leverage social media for income is an absolute necessity in our new economy. Traditional 9-5 jobs do not pay enough to sustain most households today. More and more people are looking for ways to make an alternative

income. And that's exactly what we've been teaching our students for many years now.

10.

GET A SYSTEM

The second key to creating a highly profitable online business comes straight from Robert Kiyosaki's book "Cashflow Quadrant". In the book, Kiyosaki teaches the strategies of how to shift from an employee who trades time for dollars, to a capitalist who makes systems and money make their income.

The key to making this shift is owning a system and having people work the system for you. You can develop the system yourself, or you can look for a system to purchase.

When I was getting started in business, I chose the latter. I did not have the personal knowledge, resources or creative ideas to start a business from scratch, so buying into a well established, proven, low yield, high profit, franchise, that

already had a well oiled system in place, was definitely the right choice for me.

Many well established and famous franchises can cost \$250k up to a million dollars to buy, but there are many little known personal franchise businesses in the direct sales industry that can be bought for a small fraction of that amount. These businesses cater to niche communities rather than to the masses as a whole. In many cases these niche businesses have a stronger and more loyal following than big box brands.

When choosing a niche business, Kiyosaki offers 5 things to look out for:

1. Find a company that is proven, with a successful track record, a distribution system, and a compensation plan that have been successful for years.

2. They should be a business that you can succeed with, believe in, and share confidently with others.

3. They should have ongoing, long-term educational programs to develop you as a

human being. Self-confidence is vital on the right side of the cashflow quadrant.

4. They should have a strong mentor program. You want to learn from leaders, not advisors. You want to learn from people who are already leaders and want you to succeed.

5. They should have people that you respect and enjoy being with.

Having a business with an established, highly profitable system is one of the most important factors for success. Most new businesses fail within the first three years. Finding your legs in the marketplace is a challenging endeavor.

Inside Activate Breakthrough Academy we've eliminated the guesswork to find the highest profitable franchise system, with the most establish track record for proven success.

11.

AUTOMATE YOUR SYSTEM

The third key to creating a highly profitable online business is AUTOMATION.

Technology has completely changed the landscape of sales and business today. The days of cold calling, pestering friends and family, home meetings, working 9 to 5, knocking on doors and approaching anybody 3 feet from you are completely gone.

Imagine a machine that works 24/7, speaking to a global audience, presenting your offer to exactly the person who needs your offer. A system that takes your audience by the hand and brings them through an amazing journey, from connecting with your message to becoming a customer. A machine that does most of the leg work, and generates income for you even while you sleep!

This is the technology we have today!

The ability to automate sales is truly one of my favorite aspects in my business. I used to host trainings, sales presentations and onboarding calls multiple times a week. The burn out was real! Today, our automation does all of that for us and for our team 24/7 seven days a week.

Time is the only asset that we have that can never be replenished. Every second that is gone, is gone forever. So we greatly respect and value our time and others time.

Time is precious and we need to spend as much of it as we can doing the things that enrich our lives, not chasing money. While money is the vehicle that helps us obtain the things that enrich our lives, money is not the goal. The goal is to have the freedom to spend time with the Lord, with the ones that we love, and the ability to help others and help ourselves in all situations.

Automation is the key to having both your time and money.

Inside of Activate Breakthrough, you'll have access to our automated systems that does

much of the selling for you. We teach you how to set it up, and once its up and running, you allow the system to do the rest.

12.

CONCLUSION

In chapter six I mentioned that the life that we are living is the mirror or outward projection of who we are inside. Does your outward projection reflect the highest version of yourself? If not, what does that look like and how do you get there?

Are you aligned with your intentions? Are you becoming the person who God intended you to be? Or has the last 5 years looked the same as the 5 years before that? These are the questions that we need to be asking ourselves in order to create real lasting change in our life. And this is part of what we do inside of Activate Breakthrough Academy.

Inside of our academy we equip you with the tools and foundation to create breakthrough that will build your legacy on rock solid ground. We

also provide access to the tools and partnerships that we personally use to create a profitable online business for Kingdom professionals.

As we reach the end of our time together. I pray this information is as transformational for you as it was for me when I discovered them.

To recap what we learned:

-There are people who are chosen by God to steward His boundless resources according to His will, and if it is your good desire to have wealth, then it is God who gave you that desire and it is already yours.

-Our struggles happen for us & not to us. They help pave the way to a new, stronger, more refined version of us.

-Weak desires create weak results in our life.

-Giving God his tithes activates financial sustainability in our lives.

-Money is a poor master but an excellent servant. God wants us to have money, not for money to have us.

-God wants to be able to trust you to steward His unlimited resources. We must be faithful in the small things if we want Him to trust us with the big things.

-Giving, earnest work, paying our debts, and gratitude are the four keys to financial faithfulness to God.

-Sometimes, we are missing things in our life simply because we don't ask for it. Don't be too proud or embarrassed to ask God for anything. There is nothing too big or too small that He won't give you.

-We learned the three steps to creating a profitable online business and how to automate it for success.

These are the pillars of which transformation and wealth is created.

“WHAT’S NEXT?”

The next steps for you is simple:

Follow the instructions in this book and see the shift it creates in your life. Be pro active and start a business online.

If you decide you want help, reach out to us here, we would love to connect

www.activatebreakthrough.com

We have great things to offer you just like you have great things to offer the world.

We'd love to be a part of your journey too, and help you implement the three steps that you discovered in this book. To learn more and explore what that will look like just tap below to get more info about it. Gods blessing and favor to you!

www.activatebreakthrough.com

To your success,

Jason Verdera



About the Author

Jason is a devout lover of Jesus, husband to his amazing wife Nellie of 19 years, and father to three beautiful children.

He is a veteran in the direct sales and online marketing space for over a decade and has won numerous awards within these industries.

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