

# UnderGROUND 7

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\$5000 Car Loan

to

\$100 Million +

Marc Ostrofsky

# Welcome & THANK you !

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Yanik

Staff

Wearing different hats...

“Would you love me if...”



# Takeaways...

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- ❖ Company vs. Entrepreneur
- ❖ Equity vs. Income
- ❖ Valuation is Relative!
- ❖ 4 Keys to RICHES!

# There are ONLY 7 Ways to GET RICH...

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## 1. Inherit It

# There are ONLY 7 Ways to GET RICH...

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1. Inherit It

2. Invest For It



# There are ONLY 7 Ways to GET RICH...

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1. Inherit It
2. Invest For It
3. Marry It

# There are ONLY 7 Ways to GET RICH...

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1. Inherit It
2. Invest For It
3. Marry It
4. Work For It



# There are ONLY 7 Ways to GET RICH...

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4. Work For It
5. Get Lucky or Win It

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1. Inherit It
2. Invest For It
3. Marry It
4. Work For It
5. Get Lucky or Win It
6. Break The Law  
(Steal, Deal or Con)



# There are ONLY 7 Ways to GET RICH...

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1. Inherit It

2. Invest For It

3. Marry It

4. Work For It

5. Get Lucky or Win It

6. Break The Law

(Steal, Deal or Con)

7. Be an ENTREPRENEUR !

# My 2 Favorite Sayings...

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“Hire Your Weaknesses”

“Know what you **DON'T** know”



# As **Entrepreneurs**, we **MUST** know what we don't know...

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We will do what we enjoy the most....

To **REALLY** be successful as an  
Entrepreneur....

We must know all aspects of running a  
business, from top to bottom, do what we  
do best (typically what we enjoy the most)  
and hire our weaknesses

# A GREAT conference offers...

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- ❖ Education
- ❖ Entertainment
- ❖ Nuts and Bolts
- ❖ THE BIGGER PICTURE....Short Term & Long Term



# Internet = Opportunity

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The Internet is the **GOLD** RUSH of our time

You **CANNOT** learn “how to” play the game fast enough

Feeling overwhelmed? You are **NOT** alone!

# Background...

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- ❖ Deregulation of Telecommunications
- ❖ Information Business - sell both sides
- ❖ 1-800-Flowers & Mindshare
- ❖ Business.com & Current Companies



# Corporate *vs.* Entrepreneurs

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## 10. Human Resources Dept.



# Corporate **vs.** Entrepreneurs

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10. Human Resources Dept.      **Hire 'em**

# Corporate **vs.** Entrepreneurs

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10. Human Resources Dept. **Hire 'em**

9. Downsizing / Rightsizing



# Corporate **vs.** Entrepreneurs

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10. Human Resources Dept. **Hire 'em**

9. Downsizing / Rightsizing **Fire 'em**

# Corporate **vs.** Entrepreneurs

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10. Human Resources Dept.      **Hire 'em**

9. Downsizing / Rightsizing      **Fire 'em**

8. Corporate Culture



# Corporate **vs.** Entrepreneurs

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- |                             |                             |
|-----------------------------|-----------------------------|
| 10. Human Resources Dept.   | Hire 'em                    |
| 9. Downsizing / Rightsizing | Fire 'em                    |
| 8. Corporate Culture        | Flip Flops &<br>A Tee Shirt |

# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

- |                             |                             |
|-----------------------------|-----------------------------|
| 10. Human Resources Dept.   | Hire 'em                    |
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# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

### 7. Execute A Defined Plan



# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

7. Execute A Defined Plan      **Just do it !**

# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

7. Execute A Defined Plan      **Just do it !**

6. Accounting Dept.



# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

- |                           |              |
|---------------------------|--------------|
| 7. Execute A Defined Plan | Just do it ! |
| 6. Accounting Dept.       | Cash Baby!   |

# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

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|---------------------------|--------------|
| 7. Execute A Defined Plan | Just do it ! |
| 6. Accounting Dept.       | Cash Baby!   |
| 5. Planning Ahead         |              |



# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

- |                           |                       |
|---------------------------|-----------------------|
| 7. Execute A Defined Plan | Just do it !          |
| 6. Accounting Dept.       | Cash Baby!            |
| 5. Planning Ahead         | Oh Shit,<br>what now? |

# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...



# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

4. I.T. Support Dept.

# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

4. I.T. Support Dept.

**Bob**



# Corporate **vs.** Entrepreneurs

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## The Top 10 Differences...

4. I.T. Support Dept.

**Bob**

3. Strategy Sessions

# Corporate **vs.** Entrepreneurs

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2. Forecasting

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## The Top 10 Differences...

4. I.T. Support Dept.

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**Flip a Coin**

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**What?**



# Corporate **vs.** Entrepreneurs

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**#1 DIFFERENCE...**

# Corporate **vs.** Entrepreneurs

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## **#1 DIFFERENCE...**

### 1. Management Structure



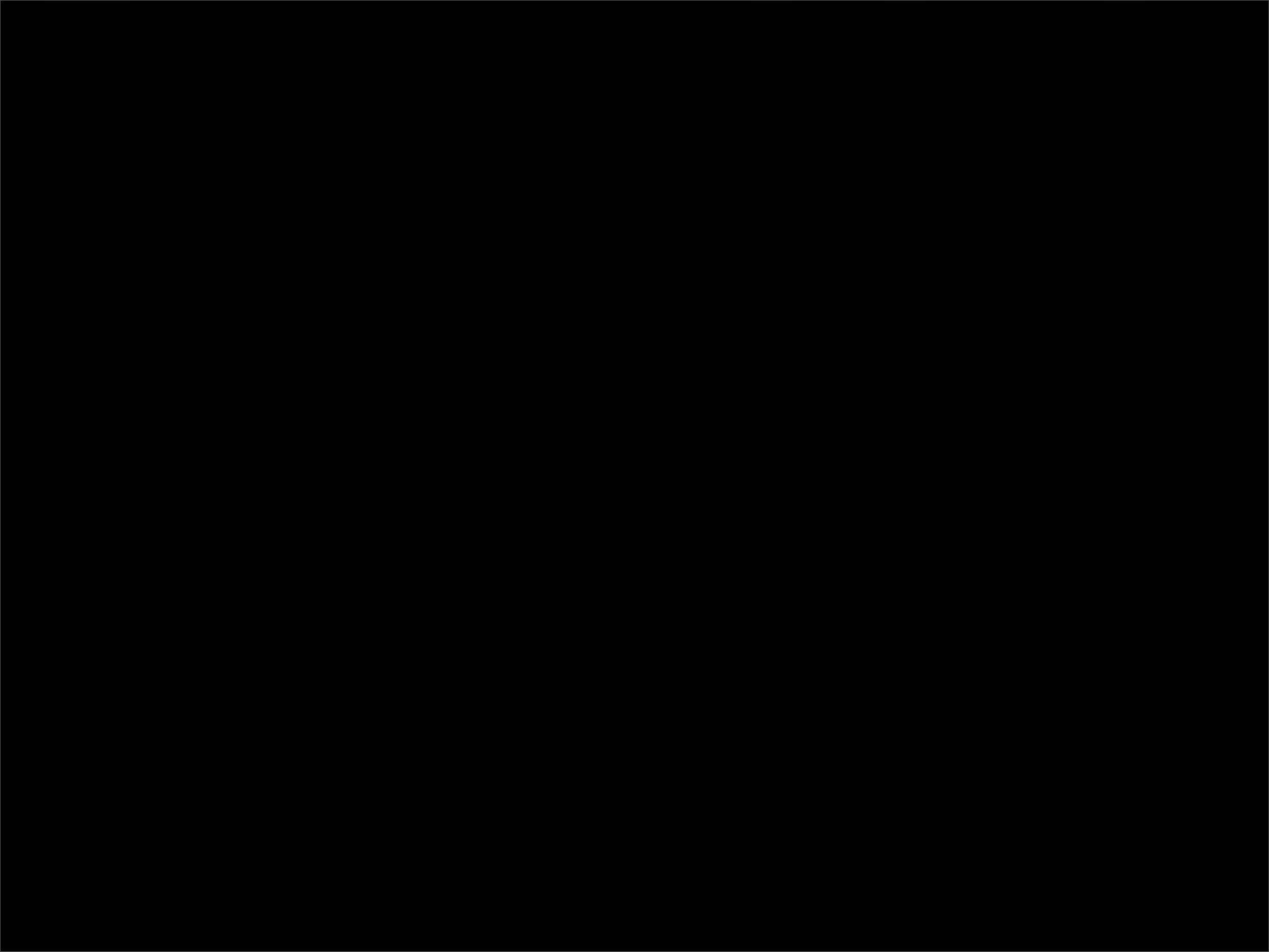
# Corporate **vs.** Entrepreneurs

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## **#1 DIFFERENCE...**

1. Management Structure

**Me !**





# My top 4 KEYS to SUCCESS...

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## 1. Research



# My top 4 KEYS to SUCCESS...

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1. Research

2. Planning

# My top 4 KEYS to SUCCESS...

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1. Research

2. Planning

3. Learning



# My top 4 KEYS to SUCCESS...

---

1. Research

2. Planning

3. Learning

4. Management Team

# Research the GAME you are Playing in...

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- ❖ The PLAYERS
- ❖ COMPETITORS
- ❖ PRODUCTS
- ❖ SERVICES



# PLANning...Forgive the Cliche'

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# PLANning...Forgive the Cliche'

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FAIL TO PLAN

=

PLAN TO FAIL



# Key to Success....LEARNing

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# Key to Success....LEARNing

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## ...Learn **Sooner** vs. Later



# Key to Success....LEARNing

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...Learn **Sooner** vs. Later

Learning vs. Understanding

# The *VALUE* of a Customer...

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SHORT TERM VALUE?

LONG TERM VALUE?

LIFETIME VALUE?



**ANYONE** enjoy the process  
of **BUYING** A CAR ?

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# Short Term Thinking...

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- ❖ Cash Buyer
- ❖ Long Term Customer, Short Term Thinking
- ❖ Insurance...Glass...Door Dings....Tires?
- ❖ Why? “Run Flat Tires” and a Spare
- ❖ An Option?



# CONTEST...

## Do you know what you don't know?

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There is a FAMOUS painting called

**The Spirit of '76**

It's a war scene with a guy playing a drum,  
a guy playing a flute and a 3rd guy.

What is the 3rd guy doing?







# Income vs. Equity

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# Income vs. Equity

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- ✦ Income = Cash Today
- ✦ Equity = Long Term Value
- ✦ Time Value of Money



# Why didn't I **THINK** of that...

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- ❖ Seaching and Quotation Marks
- ❖ 99Designs.com (Founder Matt Mickiewicz is here - fyi)
- ❖ **Yakkingheads.com**
- ❖ HomePlans.com

# Think DIFFERENTLY...

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- ❖ Golf in New Zealand
- ❖ Water Bottle
- ❖ \$10 Million Book
- ❖ CuffLinks



# Future Opportunities...

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Picks & Shovels



# Future Opportunities...

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Picks & Shovels

Turning Consumers into Merchants

# Future Opportunities...

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Picks & Shovels

Turning Consumers into Merchants

Stop thinking U.S. - Think WORLD



# Video on the Net...

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- ❖ The **Future** is INTERACTIVE Television
- ❖ Start to create VIDEO's **NOW**...
- ❖ Imagine your own TV CHANNEL ?

# How can you **work** with us?

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- ❖ Affiliate Products AFTER the book launch
- ❖ Drake Harvey
- ❖ **Stuart** Dow
- ❖ David Gardner



# Domain **Name** Build Out...

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- ❖ Bachelor.com
- ❖ Photographer.com
- ❖ HeartDisease.com
- ❖ **BeautyProducts.com**
- ❖ TechToys.com
- ❖ Consulting.com + 300 Others

# FREE Stuff...

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1. Marc Ostrofsky's - A 2 Z - Success List
2. SUCCESS Tips Handout Card
3. Yellow Handout To...

FILL OUT - NOW

Why?



EVERYONE  
Gets  
A

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FREE  
copy of...

"Get a job or create a job? In today's 'Internet economy', everyone can make money online. My friend Marc teaches you how in *Get Rich Click!* I love this book!"  
— Steve Wozniak, Co-Founder, APPLE Computer



The Ultimate Guide to  
Making Money on the Internet

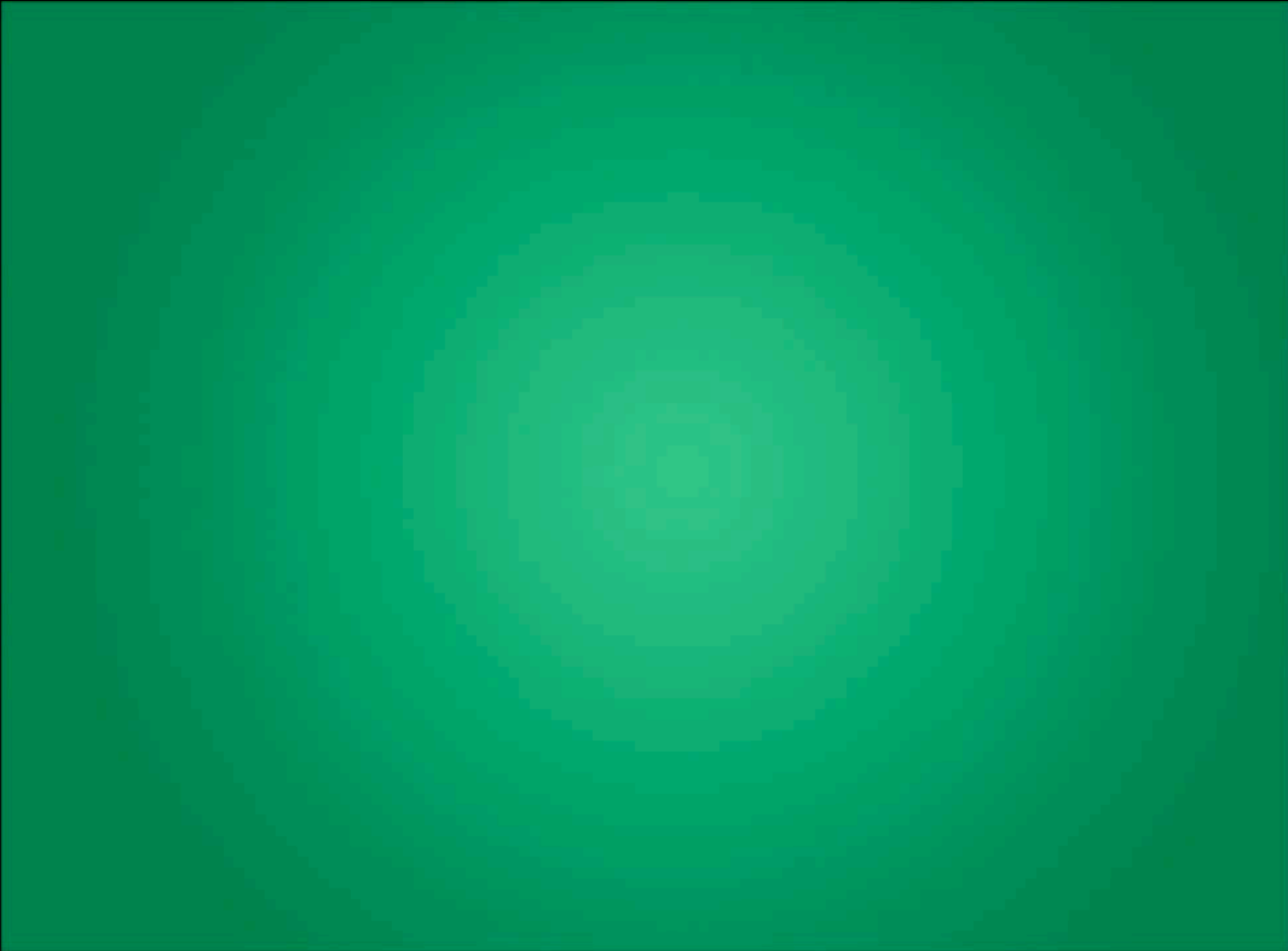
MARC OSTROFSKY

My only request...

for your support to get the word  
out to your friends and clients...

Get **Rich** Click





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# 1. Great Story, Tips, Tricks to share?



# Final Thoughts...

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1. Great Story, Tips, Tricks to share?
2. VIDEO TEAM set up outside - Tomorrow



# Final Thoughts...

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1. Great Story, Tips, Tricks to share?
2. VIDEO TEAM set up outside - Tomorrow
3. Video Testimonial Immediately After

# Thank YOU...

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I know your time is valuable. Thank you so much for **allowing** me to present to you this evening!

I hope my words were somewhat helpful in your endeavors.

Q & A