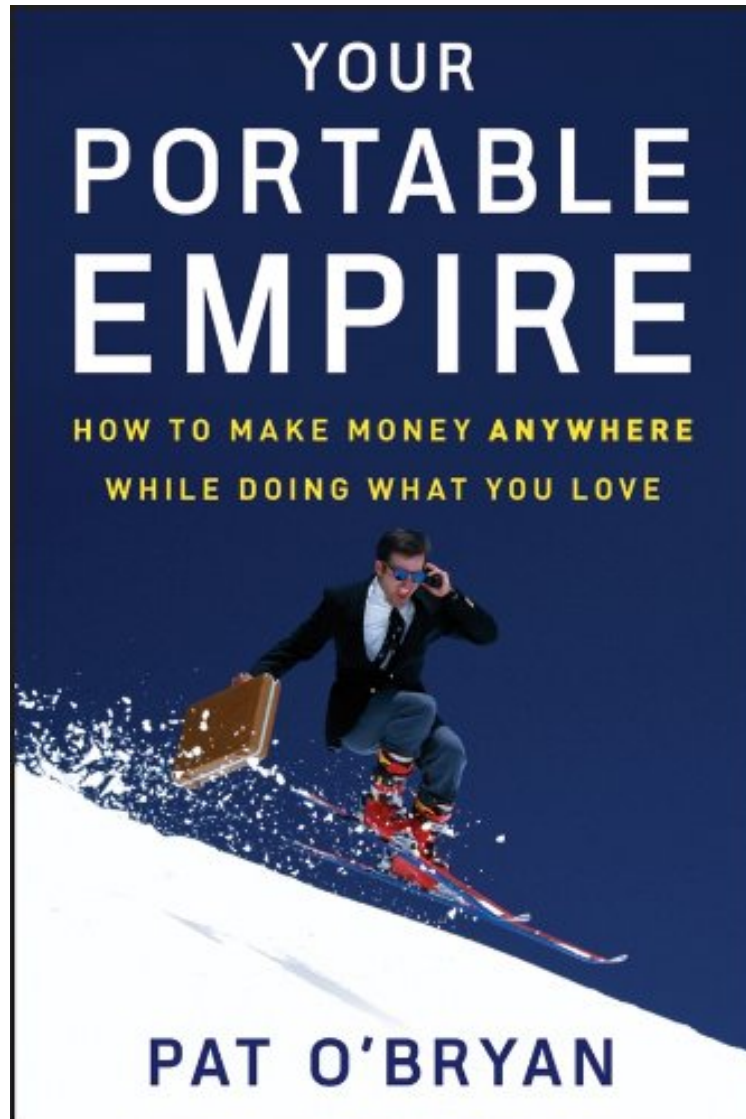


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Your Portable Empire: How to Make Money Anywhere While Doing What You Love

Pat O'Bryan

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Pat O'Bryan : Your Portable Empire: How to Make Money Anywhere While Doing What You Love before purchasing it in order to gauge whether or not it would be worth my time, and all praised Your Portable Empire: How to Make Money Anywhere While Doing What You Love:

2 of 3 people found the following review helpful. Usable information, great introduction and referenceBy Tara ReedYour Portable Empire by Pat O'Bryan has opened up a whole new world and added a new income stream to my business. I attended a weekend seminar put on by Pat he is the real deal. He isn't just writing about internet

marketing, he has 'been there, done that, still there and still doing' -- best of all, he is willing to share how to do it. Not only have I read, implemented and followed his advice in building the internet marketing leg of my art licensing business, but by giving this book to several friends, I have opened them up to the real possibility of changing their lives with this approach. Every one of them has thanked me. Pat's advice is usable -- by reading this book you can get started. He shows you how. He shows you where. He gives links to many free resources. The book covers everything from choosing a topic that you are passionate about to building a list to creating the products. He also talks about Mind-Set and I believe this is a power piece of the book. If you aren't ready to believe in yourself and take the necessary steps to succeed, then you won't. No book will help you. I feel this book helps in the two key areas of success: what to do and how to keep your head in the game. If you are truly ready to make internet marketing and information products part of your life, you can't go wrong with "Your Portable Empire".

Tara Reed[...]20 of 24 people found the following review helpful. not for everyone

By J. Rubino Overall it is pretty good. My main complaint is the bombardment of look alike products with different names. This is another book for creating an information product business-selling how-to-sell information products and how to get started in internet marketing. There is a number of well networked individuals selling the same kind of dream-specifically creating passive income streams mostly through automated internet e-books and information products that can be downloaded instantly and the proceeds deposited into a bank account. This group has smartly cross-promoted each others work including good reviews and glowing testimonials. (actually a smart strategy; unfortunately most savvy customers discount these reviews) So if you can create an appealing set of products to promote ongoing to a database of potential customers over and over you can create your own "Portable Empire" as Mr O'Bryan has. The overall premise and approach might work in the real world but it is not as simple as he makes it out to be. Building a list from scratch and offering a new or niche product are challenging to say the least. Also, a couple of examples didn't hold up for me; for example he says to take a hobby or area of interest and build a group of products around it. One example he uses is golf- I had a hard time imagining a set of information products with golf as the main theme being a regenerative information product stream-not enough to build the income stream to have the lifestyle that he espouses. Felt a bit forced for me but there are some people for whom this book will provide enough of a blueprint to actually create something of value.

13 of 17 people found the following review helpful. Pleasantly Surprised...Better Than Expected!

By Monica Main When I read the forward by Joe Vitale I was immediately put off by the book. I am NOT a Vitale fan and don't like his marketing tactics at all. When I read the first line of the book to my husband -- "This is the most dangerous book you'll ever read..." (or something to that affect) -- he told me that if it were him he'd throw the book in the trash instantly. He's not a big fan of bullsh**, clearly. As I began reading the book I almost wanted to throw it in the trash. Especially when I read the section on "What is an e-book?" If someone doesn't know that then they don't deserve any opportunity to make money online. I'll admit: There's no specific step-by-step to use in this book and it is very incomplete. Pat (the author) doesn't talk about his specific successful online campaigns through Google Adwords. He doesn't talk about what kind of info products he sells (although I wouldn't either). He misleads people into believing that you could make tons of money selling ebooks on topics like "how to sleep better" which is NOT a topic that would sell well at all. My theory: He sells "money making" info products online and doesn't want anyone else to crowd how he makes his money online. Why did I give this book 5 stars? Two reasons: 1) He does a good job covering successful copywriting which will make or break your success with online (or any) marketing. Copywriting is the key. 2) In the lateral half of the book he discusses "mindset" in a way I have never read before. I've read hundreds of self-help titles and this book is unique in providing a different view of changing your mindset which made this book well worth it. Buy this book if you want to be successful financially. No, it won't give you any instruction other than to create your own info products and sell them via Google Adwords. However, it will open your mind to the possibilities and help you change your mindset for success. That, alone, is worth reading this book.

Praise for Your Portable Empire "In a sea of snake oil and get-rich-quick nonsense about fast money on the Internet from people who haven't really done it, O'Bryan's book is a ship of sanity to an island of commonsense e-commerce? This works." mdash;Mark Joyner, Wall Street Journal bestselling author of Simple.ology "The Internet has leveled the playing field, making it possible for anybody to start a business. O'Bryan, however, has given us the easy-to-follow instruction manual on how to first discover your niche and then build it into a big enterprise that can run itself from almost anywhere-all from his successful and proven formulas. A great book for anybody serious about a better quality of life." mdash;Joseph Sugarman, Chairman, BluBlocker Sunglass Corporation "This amazing book can free all working people to make money doing what they truly love!" mdash;Dr. Joe Vitale, author of The Attractor Factor and Zero Limits "I know O'Bryan as a friend and colleague. He has painstakingly put together a book, with no frills or fanfare, that straight-up shares his hard-won wisdom. May I urge you to get it and read it? Not only will you enjoy it-but once you act on what you learn, you can profit mightily as well. Why? Because what's in this book lets you stop making the victim's compromise on a daily basis-and start doing the victory dance, whenever you want!" mdash;David Garfinkel, author of Advertising Headlines That Make You Rich "O'Bryan lives the portable empire, running his business from a laptop with a cigar and a glass of fine wine. There is no one better to be your guide as you create your own, because he's laid out every step for you in his inspiring and easy-to-read book. There is no need to be chained to

a desk or locked in a cubicle, and your business can take you far beyond your kitchen table with the blueprint O'Bryan shares from his own successful journey." mdash;Craig Perrine, www.maverickmarketer.com "Freedom-O'Bryan's new book makes you understand exactly how to obtain it and create the lifestyle of your dreams. Anyone who can go from being a dead-broke musician living in a mobile home to generating six figures in a single month is worth reading." mdash;Bill Hibbler, coauthor of Meet and Grow Rich

"In the book he [the author] explains how...the reader can duplicate his success." (Gulf Business, February 2008)From the Inside FlapImagine a system that allowed you to make money almost effortlessly, so that you could spend your time with friends and family, follow your dreams, or pursue other goals without worrying about where your next paycheck is coming from. Now imagine if all you needed to make that happen were a computer and an Internet connection. If you can imagine it, you can achieve itmdash;with Your Portable Empire. Your Portable Empire is a system for creating an online business you can run from anywhere;at home, at a beachside resort on the other side of the world, or anywhere else for that matter. It requires little day-to-day effort, and once it's up and running, your portable empire will create passive income for years to come. Author Pat O'Bryan has created a number of cash-generating businesses that he can run from a laptop anywhere in the world. In Your Portable Empire, he describes exactly how he created his businesses and how you can duplicate his success. He shows you how it's done using real-world examples from his own experience, and personal stories and instruction from online gurus like Joe Vitale, Mark Joyner, Bill Hibbler, Craig Perrine, and Cindy Cashman. Every single day, people spend money buying the information they need online. All you have to do is discover what information they'll pay for and then sell it to them. You'll learn to develop valuable informational products, build a list of prospects that drives customers to your site, and write effective marketing and selling copy that lets you communicate with prospects. Best of all, you don't have to be tech-savvy at all! If you can hunt and peck on a keyboard, you can build a business. With the secrets you'll find inside, you won't have to work nine-to-five to get by. With Your Portable Empire, you can build a business that brings in consistent cash with almost no effort. Why spend your life in an office when you can live your dreams with your very own portable empire?From the Back CoverPraise for Your Portable Empire "In a sea of snake oil and get-rich-quick nonsense about fast money on the Internet from people who haven't really done it, O'Bryan's book is a ship of sanity to an island of commonsense e-commerce.? This works." mdash;Mark Joyner, Wall Street Journal bestselling author of Simple?ology "The Internet has leveled the playing field, making it possible for anybody to start a business. O'Bryan, however, has given us the easy-to-follow instruction manual on how to first discover your niche and then build it into a big enterprise that can run itself from almost anywhere;all from his successful and proven formulas. A great book for anybody serious about a better quality of life." mdash;Joseph Sugarman, Chairman, BluBlocker Sunglass Corporation "This amazing book can free all working people to make money doing what they truly love!" mdash;Dr. Joe Vitale, author of The Attractor Factor and Zero Limits "I know O'Bryan as a friend and colleague. He has painstakingly put together a book, with no frills or fanfare, that straight-up shares his hard-won wisdom. May I urge you to get it and read it??Not only will you enjoy itmdash;but once you act on what you learn, you can profit mightily as well. Why? Because what's in this book lets you stop making the victim's compromise on a daily basismdash;and start doing the victory dance, whenever you want!" mdash;David Garfinkel, author of Advertising Headlines That Make You Rich "O'Bryan lives the portable empire, running his business from a laptop with a cigar and a glass of fine wine. There is no one better to be your guide as you create your own, because he's laid out every step for you in his inspiring and easy-to-read book. There is no need to be chained to a desk or locked in a cubicle, and your business can take you far beyond your kitchen table with the blueprint O'Bryan shares from his own successful journey." mdash;Craig Perrine, www.maverickmarketer.com "Freedommdash;O'Bryan's new book makes you understand exactly how to obtain it and create the lifestyle of your dreams. Anyone who can go from being a dead-broke musician living in a mobile home to generating six figures in a single month is worth reading." mdash;Bill Hibbler, coauthor of Meet and Grow Rich