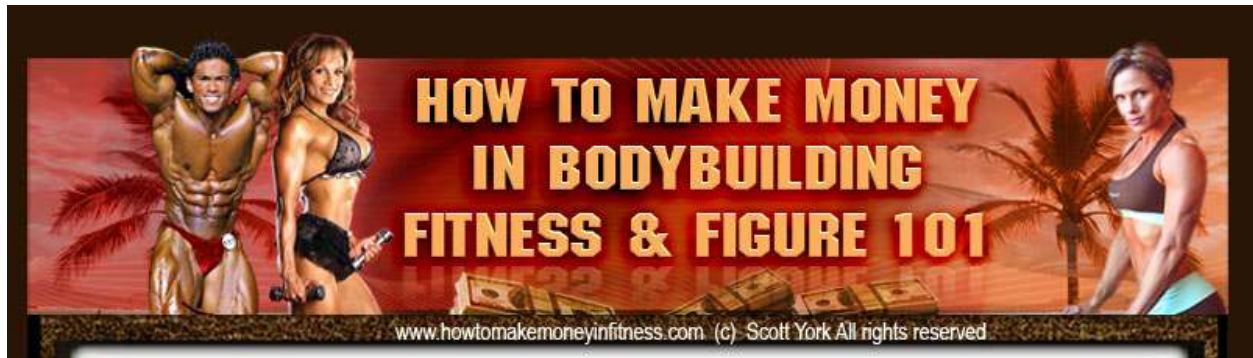


## How To Make Money In BodyBuilding, Fitness and Figure 101 !

(Transcript/Resources)



Hi, this is Scott York of ScottYork.com

There is an incredible amount of opportunity out there for those of you in the fitness industry – namely bodybuilders, fitness and figure enthusiasts.

In this program, my aim is to improve your awareness of all of the amazing money making opportunities that there are in the bodybuilding, fitness and figure industry.

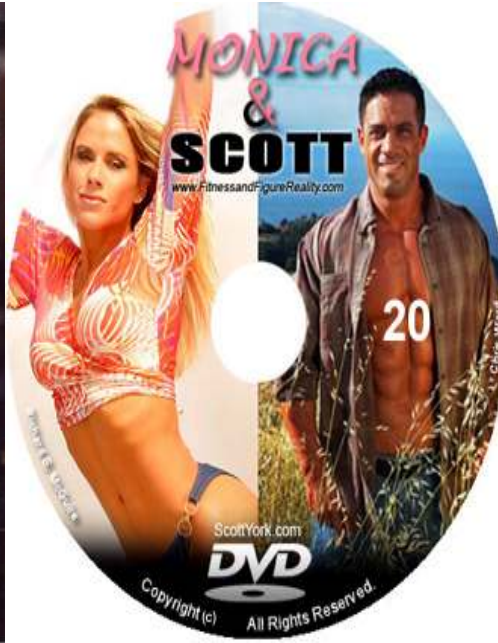
I will help you “leapfrog” the current sad state that most bodybuilders, fitness and figure enthusiasts fall into when trying to make money in this industry....

I wish I had access to the information that I’m about to give you - much sooner!

My hope is that you will listen to this audio with an open mind at least 3 times (to allow yourself to absorb this exciting potentially life changing material) and then utilize it and take action towards making money, finding satisfaction and fulfillment (just as I have) in this wonderful industry!



I've created over 47 fitness related DVD's and counting (including the ground breaking DVD of the month called BodyBuildersReality.com with Lee Priest as well as FitnessandFigureReality.com with Monica Brant).



I'm currently working on a documentary with 3 time Ms Fitness Olympia, Adela Garcia



And I'm blasting out many other bodybuilding and fitness related projects!

OUTDOORFITNESSGAMES.COM  
FOR BOOT CAMP AND FITNESS PROFESSIONALS  
Fun Calorie Burning Games! Easy Instructions! Guaranteed Laughter!

NEW!

And get this...

3 short years ago, I had NO knowledge of how to hold a video camera much less shoot, edit and fulfill the DVD's.

I've also created fitness eBooks, fitness boot camps, held how to make money in the fitness industry seminars – most recently in August 2008 at the Steve Reeves Fitness and Film Festival near San Diego, California with my friend and business partner, Dr Joe Vitale and have helped others grow their fitness businesses via telephone consultations.



**YourBusinessBody.com**  
with marketing expert, Dr. Joe Vitale  
with fitness expert, Scott York  
Marketing and Fitness secrets!

**ScottYork.com PRESENTS**  
**Your BusinessBody.com**  
with  
**Dr. Joe Vitale and Scott York**

**YourBusinessBody.com with Joe Vitale and Scott York**

**4**

**“The information kicks serious A\$\$!! This stuff goes beyond business, it’s about abundance and prosperity...”**  
Zach Even-esh  
New Jersey

You'll discover:

- \* How to overcome doubt
- \* How to maintain alignment w/ goals
- \* How to surround yourself w/ support
- \* How to develop a game plan
- \* How often to email your list
- \* How to create products quickly
- \* How to test websites
- \* How often to email your list
- \* 14 - 17 minute workouts at home
- \* Marketing strategies
- \* Fitness inspiration and more!!!

Shows Joe’s Step-by-Step Process!

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It's a Double Whammy of a Challenge!

Who else wants a marketing campaign to help them to market their business? Here's your chance to get yourself and your business in shape!  
**"This is the world's first Business and Body Challenge!"**  
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Would \$150,000.00 worth of my services be of interest to you if you were chosen as the GRAND CHAMPION of the 2008-2007 YourBusinessBody.com Challenge? Dr. Joe Vitale  
Enter the 2008-2007 YourBusinessBody.com Challenge NOW! If you would like to be the first Grand Champion!

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**DVD 4**  
Packed with fitness tips to get in shape fast!  
Marketing “locker room” secrets!  
Behind the scenes with Dr. Joe Vitale!

I keep hearing the same questions from people in the bodybuilding, fitness and figure industry.

“Scott, how do you make money in this industry?”

I used to dodge this question because; I thought that most bodybuilders, fitness and figure enthusiasts could care less about discovering ways to make money in this industry.

A lot of them were too wrapped up in dieting and competing to care.

What’s been happening is that there are a ton of personal trainers out there (not necessarily bodybuilders, fitness or figure enthusiasts) who are making great money in the fitness industry using some of the techniques that I’m about to pass on to you.

My goal is for **business minded** bodybuilders, fitness and figure enthusiasts to take advantage of the huge oppty’s that are currently available and to begin to create wealth for themselves while helping the overweight and out of shape general public.

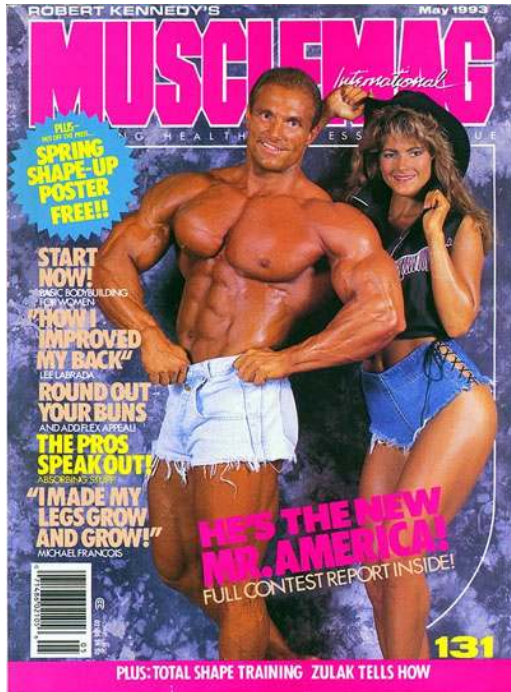
Because let’s face it, who knows more about getting in top shape than bodybuilders, fitness or figure competitors and enthusiasts?

Anyway, to answer the question about “How to make money in this industry”, it used to be that you would enter a bodybuilding or figure contest and hope to get noticed by a photographer or a judge which would then hopefully lead to a magazine cover or article.

Then THAT would lead to a supplement contract or some such thing.

Guess what? It hardly ever happened!

I remember when one of my training partners, Mike Scarcella won the MR America contest and landed a cover on Robert Kennedy's MuscleMag (May 1993, issue 131).



Mike was so excited because he thought that oppty's would come knocking at his door – and he would get supplement contracts, seminars, appearances, etc.

None of that happened.

Within a couple of weeks, he went right back to working his day job at the Dallas/Ft Worth Airport as a baggage handler making \$10 an hour.

But times have changed.

It's much, much easier to create your own legitimate business in the bodybuilding, fitness and figure industry due to, in large part, TECHNOLOGY!

I'm about to share with you right now how YOU can create an empire using your passion for bodybuilding, fitness or figure and with TECHNOLOGY!

I know what some of you are thinking...

You may be thinking that you don't have TIME to learn anything.

You don't know squat about websites, marketing, eBooks, video, etc.

You're already working hour after hour each week.

But guess what?

The more you do of THAT the more you will get of THAT!

I'm counting on the fact that the reason you purchased this wealth building program is because you are forward thinking, want to make money (part or full time income) and you are passionate about bodybuilding, fitness or figure.

What I'm about to tell you will be met with some skepticism by a lot of people.

After all, we live in a skeptical world.

But take a moment and "Consider the following predictions, made by experts:

- 1) This telephone has too many shortcomings to be seriously considered as a means of communication. This device is inherently of no value to us." (Western Union internal memo, 1876)
- 2) "We don't like their sound and guitar music is on the way out" – Decca Recording Company rejecting the Beatles in 1962
- 3) "It is an idle dream to imagine that...automobiles will take the place of railways in the long distance movement of...passengers" – (American Road Congress, 1913)
- 4) "I think there is a world market for about 5 computers." – Thomas Watson, chairman IBM, 1943

"What would make experts and people with great minds like the ones just quoted make such humorous predictions? The answer can be found in one word: the blinding power of paradigms."

A paradigm is a set of beliefs, rules and regulations that does 2 things:

- 1) It establishes or defines boundaries (mental, behavioral, etc)
- 2) It tells you how to think and behave inside the boundaries in order to be successful." – Mike Mograbi of [imnewswatch.com](http://imnewswatch.com)

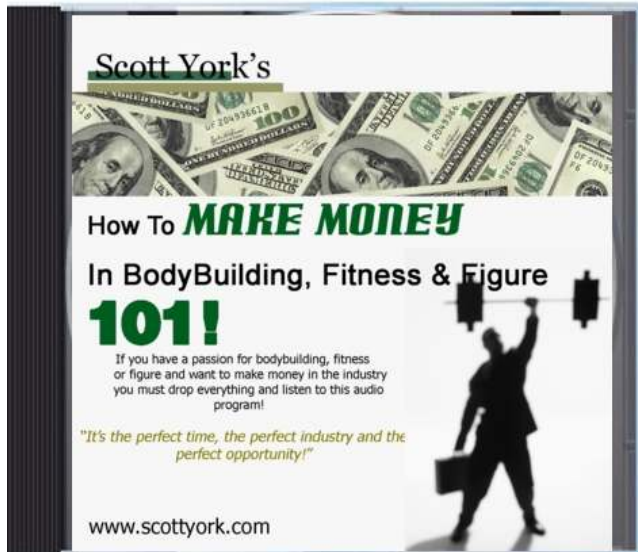
The example that I gave earlier about "making it" in bodybuilding, fitness and figure used to mean getting noticed, getting a magazine cover (exposure) and getting signed to a supplement contract, etc.

That, my friends, is a "paradigm"

The "old" bodybuilding and fitness industry had most of us trapped within those 4 walls of that paradigm.

The industry and the way that it was set up, had dictated to most of us, our boundaries in terms of how successful (or unsuccessful) we, as bodybuilding, fitness and figure enthusiasts can be in this (our) industry.

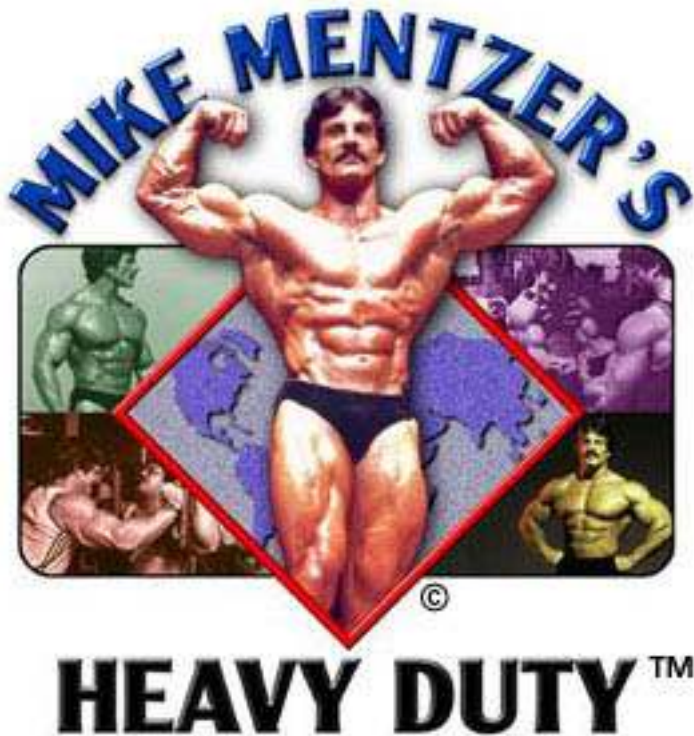
There are a few exceptions **and we'll talk about one of them in the next segment**



In the last segment, I mentioned that there were a few exceptions that had most of us trapped in the OLD paradigm of the bodybuilding and fitness industry.

One exception that I want to mention is former professional bodybuilder, Mike Mentzer who passed away in 2001.

Mike Mentzer, created a training program called, "Heavy Duty".



Perhaps you are familiar with “Heavy Duty”. Dorian Yates used a variation of it in his training as does current pro, Mark Dugdale.

Without going too much into the details of the Heavy Duty training program, I do want to point out that it was an extremely popular program and profitable business for Mike Mentzer in the 70's and beyond to the tune of 6 figures a month at its peak.

6 figures a month!

And there was no internet at that time! It was all done by magazines and mail order!

Imagine how much more Mike might have made with the help of the internet!

Now granted, Mike Mentzer was a very prolific professional bodybuilder with magazine contacts to help him advertise his heavy duty program.

But that was then.

With the arrival of the internet, it doesn't matter who you are, how well known IF you have the blueprint and the knowledge of how to use technology to promote yourself and your product.

MikeMentzer.com is online now and still active and his business partners are still doing business with the program, Heavy Duty.

There are also Heavy Duty shirts, DVD's, cd's, phone consultations, books and more!

We (you and I) can use this blueprint and, with the help of technology, create our own bodybuilding, fitness or figure based business!

Whether it is part time or full time.

I know, because I have already done it!

**Today, my only job** is working within the bodybuilding and fitness industry following my passion.

The rest of my time, I'm a dad and a husband.

One of my favorite quotes is:

*"There is only one success - to be able to spend your life in your own way."*

-- Christopher Darlington Morley

Next, let's look at one of the main reasons why today, right now, is a perfect time for you to be true to yourself and follow your passion in this industry.

Maybe, right now, you are working at a job that you don't love.

My question to you is: Why would you stay in a job that you don't love?

Consider what Robert Frost said..., "By working faithfully 8 hours a day, you may eventually get to be a boss and work 12 hours a day."

Now as you may know, there is, in most cases, absolutely no job security in your job.

In the past, you worked for a company for 30 years and then retired to quote unquote "enjoy" your golden years.

Now, people are laid off or changing jobs regularly.

According to the Dept of Labor, people between the ages of 18 and 38 change jobs an average of 10 times!

That could mean staying with the same company but being placed in another dept OR it could mean changing employers altogether.

The point is you have to create your own job security these days.

How do you do that? **Passion and technology!**

I believe first and foremost you must follow your **passion**.

I know a lot of people think, though, that they cannot make as much money in their passion as they can in a “real” job.

That, my friends is hogwash.

This belief is attributed to “mental blocks” and these same blocks can be dissolved ...just as they were created.

The purpose of this audio program is not to get into the mental programming side of things (but it is a HUGE piece of the puzzle for successful people –whether it is Monica Brant, Lee Priest, Lance Armstrong, UFC Champ Forrest Griffin, Adela Garcia and others).

And I do want to touch on it for a moment.

Here’s a story about Lee Priest regarding his mental process and how he lives his life.

In 2007, Lee and I were on an airplane headed to Brazil for a seminar and appearance that he was hired to do.

During the flight, I took out one of my favorite books called “177 Mental Toughness Secrets of The World Class” by Steve Siebold.

This book is about the thought processes, habits and philosophies of the great ones. It’s about the psychology of peak performance in business and in life.

I knew that Lee would see the book and probably start laughing and making fun of me for reading a book like this.

But no, he took a huge interest in the book and told me that he loved it!

We read parts of it together out loud.

I loaned him the book after the trip and I ended up getting him his own copy.

Lee’s inner world determines his outer world. He understands that what he believes, he achieves!

He believes in himself and his abilities.

He dictates to life, he doesn’t let life dictate to him.

He designs his life through his mental processes.

And he has been doing this all of his life.

As have Adela Garcia, Monica Brant, Arnold and countless others.

As of this recording (late 2008) there is more doom and gloom in the news about the economy and such.

But here's what my friend, business partner and mentor, Dr Joe Vitale says in his latest email dated Oct 17<sup>th</sup>, 2008:

"Let me ask you a question...

Why did I buy a brand new \$350,000 Rolls Royce Phantom the same day the stock market had one of the worst crashes ever?

And here's another question...

Why did I make an offer today on a multi-million dollar estate when banks are said to be crumbling?

The answer is simple.

Because of the Internet, right now it is literally faster and easier to become wealthy than any other time in history.

Even better, it doesn't matter what the economy is doing.

Fact is, I'm living proof because I was homeless at one time and lived in poverty for over ten years.

Now I have a brand new Rolls...

And will be moving into a mansion...

As you can imagine, everywhere I go I'm asked...

"How did you do it?"

Basically, I did two things...

\* I created hypnotic marketing methods and used them to make a fortune online (even though I still don't know how to put up a website)...

\* I got clear of inner blocks I had to allowing wealth into my life.

Until now I've never revealed how those two pieces of the puzzle work together."

Joe goes on in this email but what I want you to take notice of is that Joe just bought a \$350,000 dollar 2008 Rolls Royce Phantom which you can see pictures of at his website MrFire.com



Joe is in the process of buying a multimillion dollar mansion here in Austin, Texas

He's refusing to take part in the so called economic downturn.

He's following **his passion** (copywriting, book writing, marketing, speaking) and he's using technology (the internet) to reach millions of new customers around the planet!

He has created a win-win (and he doesn't know how to build a website!).

His new customers discover his products (The Attractor Factor, The Secret and others) and he is getting to help and profit from his new customer base.

Notice that I said he is getting to "HELP AND PROFIT"

Product creation (DVD's, eBooks, training manuals, seminars) are about HELPING others whether it be via entertainment like FitnessandFigureReality.com with Monica Brant or whether it be how to improve one's physical health through the eBook that you create).

The second ingredient to creating your business empire is **understanding and using technology!**

Joe is creating his business empire by CREATING products that he is passionate about!

And as a result of this – he is designing his own life.

Joe is not letting the current economy get him down and neither should you.

In fact, when you hear talk of unemployment begin up consider the chance that it could be due to our advances in technology!

Here's a story to illustrate my point.

As a former college professor, Paul Zane Pilzer used to teach economics at NYU.

Here's how he described technology and loss of jobs to his students on the first day of class.

“There's a village with 10 fishermen.

Each morning the 10 fishermen would go out and fish all day to help to feed their families and the other villagers.

One day some good Samaritans stopped off at the village and gave the fishermen some new technology called a net!

Now instead of needing 10 fishermen to catch fish, only 3 fishermen were needed – one to steer the boat and 2 others to manage the net.

All of a sudden the village had unemployment.

7 fishermen were out of a job!

What happened?

Technology happened.

The 7 former fishermen now could focus on other areas that were needed in the village like medicine, plumbing, construction, painting, banking and more!”

This is a simple example given by Paul Zane Pilzer of what happens when technology is developed.

This is why unemployment is often misstated in the media.

In a lot of cases, it's not really unemployment.

It's the arrival of technology!

We'll find out more about technology and how you can easily profit from technology in the next segment!

In the last segment, I gave an overview to this presentation and illustrated the huge opportunity there is for bodybuilding, fitness and figure enthusiasts by following their passion and using technology to launch a business.

In this segment, we are going to get into the details.

With the internet, we (as bodybuilders, fitness and figure enthusiasts) have a gold rush of opportunity in the “Wellness Industry” to create passive income, leverage our time and design the life that we truly desire!

The “Wellness Industry” (e.g. health club memberships, personal training, supplements, vitamins, health and fitness information products, massage and more) is currently raking in over \$300 BILLION dollars a year as stated in his 2006 book, *The Next Millionaires*, by someone whom I mentioned earlier New York Times Best Selling Author, Paul Zane Pilzer.

By 2010, Pilzer (who was not only an Economics professor at NYU and an economic advisor to 2 U.S. Presidents) says that the Wellness Industry will be worth closer to 1 TRILLION a year!

For the last 3 years I have been reaping the rewards of this knowledge by creating my own “products” and as a result –residual income - in the bodybuilding and fitness industry.

For most people, the only way you are ever going to accumulate a significant amount of wealth is through passive income, which is another term for residual income.

Residual income is income that continues to flow after the work that created it has been completed.

As Paul Zane Pilzer points out “ There is a critical distinction between economic freedom and servitude. If your income consists exclusively of compensation income, then even if you work at a very high rate, such as a highly qualified lawyer or surgeon you are still tied to your work hours.

Every day, you have to start over from scratch and earn all over again.

If you stop working, then you stop earning”

So what type of products can we create in bodybuilding, fitness and figure?

What type of products?

eBooks (electronic downloadable books), videos, audios, elite mastermind groups, fitness marketing business telephone consultations and more.

What is an eBook, you might ask?

Wikipedia (the free online encyclopedia) defines an e-book as the digital media equivalent of a conventional printed book. ...which can be delivered to any computer that is connected to the internet from anywhere in the world.

Epublishing is the way of the FUTURE. In 2000, Stephen King brought epublising to the attention of the world by publishing his novel, Riding the Bullet, exclusively in eBook form. In the first 24 hours of availability, 400,000 copies were downloaded - more than any other book in any format! It was such a success that it caused [outages at book e-tailers across the Web](#), including Amazon and BarnesandNoble.com.

Source: <http://www.ecommercetimes.com/story/6215.html>

### With Ebooks ...

1. you get instant access to content.
2. you can search for words or phrases and get access to the pages instantly.
3. the environment is protected because no trees are destroyed.

### An eBook ...

~ can be a 400-page bodybuilding training manual complete with illustrations or photographs.

~ can be a 10-page specialized fitness report that focuses on solving a specific problem.

~ can be nutritional cookbooks, diet books, supplement books, etc!

Best of all - eBook authors keep 100 percent of the profits of their own books, whereas traditional authors are only able to make anywhere from 2 - 20% of the profits. In a sense authors are working to produce goods for the profit of publishing houses, while providing nominal compensation to the author.

[As of 2008](#), new marketing models for e-books are being developed, formats are beginning to homogenize, and dedicated reading hardware has been produced. E-books have achieved global distribution, and electronics manufacturers are releasing more e-book readers for general consumer use, such as [Amazon's Kindle](#) model or [Sony's PRS-500](#). E-books have seen tremendous market growth in [Japan](#) throughout the 2000s and currently have an e-book market worth ¥10 billion.<sup>[1]</sup>

You may have heard of “The Kindle” the handheld device sold through Amazon.com



Scott Devitt, an analyst at Stifel, Nicolaus & Co., predicts that Amazon is on track to sell 500,000 to 750,000 more Kindles over the next four quarters (including this one). He estimates that Kindle owners will buy an additional \$120 to \$150 worth of books and other content for each device, bringing the total revenues over that time period to somewhere between \$225 million and \$355 million. Based on that, he values the Kindle as a \$1 billion business for Amazon.

by [Erick Schonfeld](#) on August 1, 2008

Given all of these facts and statistics you can probably understand how when you add up the forthcoming Trillion dollars a year wellness industry and the billion plus dollar a year eBook market you can start to understand how marrying these two components together could yield a pretty sizeable income for those who want to create fitness eBooks!

But you're not an expert in bodybuilding, fitness or figure!

But you don't like to write?

You don't have time to write?

You don't know how to create an eBook!

You don't know how to market an eBook!

You don't know how or where to sell an eBook!

Let me quickly address these questions that you may have.

You may say you are not an expert in bodybuilding, fitness or figure.

Let me ask you this?

Has anyone ever stopped you in the gym, grocery store or anywhere in public and said to you something like "Do you work out?"

Or "How can I look like you?"

Or "What do you do to get such great legs?"

There's your proof!

You are an expert. You're expert knowledge is harder to come by than writing skills...

You have created something (your physique, your body) in which someone else is interested in how you did it!

I'm sure a lot of you listening to this get these types of questions from the general public frequently.

So, knowing that, narrow your focus to your strength.

By that I mean, do you get asked about your legs? If so, what's your unique leg program?

Do you get asked about your arms? What type of training do you do to get great arms?

And on and on.

I remember Lee Priest telling me once that he did not train any different than anyone else.

But once I saw him train (and I saw 2 years worth of training) – I noticed that he did all kinds of things differently than what a lot of people did.

The way he pushed the bar up beyond its normal finishing point when doing chest presses.

The way he did off the rack deadlifts.

The way he did a different version of cable curls.

It's the same with Monica Brant –she's got a ton of unique exercises and ways to work out!

The point is, YOU are the experts in fitness.

Not the personal trainers who read a book.

YOU are LIVING the lifestyle so why not make money with hardly any effort utilizing your expert knowledge.

Note – one of my favorite things to do is create money for something that I want.

Paul McCartney is quoted as saying "I'm going to write a swimming pool"

What he meant was that he was going to write a song that would earn him money to buy a swimming pool!

Isn't that great!

What would you like to get?

A swimming pool?

A house?

A car?

A trip?

Think big and then let's start creating!

OK, next...

If you want to create an eBook but you don't like to write, then you have options.

**Option 1** is to team up with a ghost writer. You can find one at [elance.com](http://elance.com) or [rentacoder.com](http://rentacoder.com)

You sign up for a free account at [elance.com](http://elance.com) or [rentacoder.com](http://rentacoder.com)

You post your eBook project for free.

You set your limit as to how much you will spend on this, what the eBook content will be about, how many pages it will be, will it need pictures, graphics, etc – give as much info as you can about your eBook vision.

Finally, you will receive bids from others to take on your eBook project.

There is a rating system used by both elance.com and rentacoder.com so you can choose the best match for yourself.

I have used many individuals from elance.com.

Thus far, my statistics at elance.com show that I have posted 7 jobs (for various products) with an award rate of 71% and \$928 spent so far.

The people that I have hired have been from such places as India, Romania, Russia and other parts of the world.

I have been using a “virtual assistant” for 2 years from India at a rate of \$2.00 an hour.

This person updates my websites and does other assistant type duties for me!

I have never had a bad experience and neither will you if you follow the steps above.

As Tim Ferris says in his bestselling book, *“The 4 Hour Work Week”*,

“The pros of jumping time zones and visiting third world countries are twofold: People work while you sleep and the per hour expense is less. Time savings and cost savings. “

**Option 2** is to simply record your voice into a computer using a mic or a handheld recorder, my iphone has a recorder that I use for this purpose.

Once you have recorded your topic (as mentioned, it could be your individual style of bodybuilding or fitness training, it could be your unique way of getting lean (diet and cardio), it could be a Fitness or Bodybuilding Cookbook, it could be how you get shredded over the last week of your contest preparation, it could be how you apply your tanning agents, the list goes on and on....

Once you have a rough draft (it doesn't have to be perfect, contact a writer at elance.com or rentacoder.com and have them edit, rewrite and create your eBook)!

Final thought about Elance.com: Elance literally opens up a world of talented professionals to you whether it is computer programmers, virtual assistants, writers, and more!

As of 2008, Elance has generated over \$128 million in revenue in terms of matching up people like us who are looking for help and the professional who can help us.

Elance is free for you to post your job.

And don't forget about rentacoder.com as well!

Whether it be eBooks, online videos, DVD's, CD's, manuals, nutritional webinars there are people at elance , rentacoder and others just waiting for you to contact them with your project!

So let's say that you have used this information to create your first eBook.

**CONGRATULATIONS!**

Now, you ask, what do I do with it – where do I sell it?

One word:

Clickbank.com

Take a minute when you are at your computer to go to [www.clickbank.com](http://www.clickbank.com)

If you go to the “home” page there you will see:

“ClickBank is the online retail outlet for 10,000 digital product publishers and their 100,000 active affiliates. We've paid our clients on time, every time, for 10 years. Over \$1 billion thus far. Now with weekly payouts!”

Next, I want you to click on “Marketplace”.

Then I want you to choose “Health and Fitness” from the drop down menu.

Finally enter “Muscle and Fitness” as keywords and click “Go”.

Look at some of the products offered, eBooks, and you should recognize some names of writers for magazines such as Men's Fitness, you'll see top figure model Jennifer Nicole Lee's name and others.

My eBook, “ Fitness Games” is currently ranked number 38 out of about 350.

All of my sales are done by my affiliates who I've never met yet month after month they make me and themselves sales.

And I get a check in the mailbox every 2 weeks like clockwork.

The point is, others in our industry are just now discovering clickbank.com and its powerful far reaching influence.

**GET IN NOW!**

I can assure you; the time is perfect and will continue to get better and better.

There are other digital retailers besides clickbank.com but clickbank.com is currently the best known.

In the next segment we'll make an example out of you!

In the last segment, we talked about the huge growth of not only the fitness and wellness industry but also the growing sales of eBooks (just one of many fitness related products that you can create), why you are already an expert in your industry, how to simply create an eBook and where to sell it.

In this segment, we're going to take an average bodybuilder, fitness or figure enthusiast and go through the most important steps of setting up your business empire!

Sounds fun, doesn't it!

Let's get started. As I mention these steps, there's no need to answer any questions in your mind right now. Just listen to the information with an open mind without feeling the need to answer or solve any questions. This info is current at the time of this recording (Oct 2008)

- 1) Decide what your focus is. Is it bodybuilding, fitness or figure?
- 2) Based upon what we've talked about so far, what product will you create first?
- 3) Let's pretend that it's an eBook since we've been talking mostly about those and decide upon a name for your product (eBook) and purchase the domain name at [www.godaddy.com](http://www.godaddy.com)
- 4) Brainstorm the points that you want to make in your eBook. Think about the audience (not just the bodybuilding, fitness or figure crowd but also the general public) that will be interested in your eBook and the questions that they may have. Write down or type into your word processor everything related to your eBook – no matter how silly it may seem or incomplete your idea may be right now. (tip) Joe Vitale taught me this trick. Turn on your word processor but turn off the monitor. Yes, you read that right! Just start typing, don't edit yourself no matter what comes out. If you can't think of anything then type "I can't think of anything" over and over until you can think of something. This is how it's done with the professional writers of the world – they just keep typing. Give it 30 minutes or so. Then quit for the day. Do this again tomorrow for 30 minutes minimum. Keep doing this over the next 5 days until you have an outline. **YOU DO NOT NEED TO WRITE THE ENTIRE BOOK.**
- 5) Sign up for a free account at either [elance.com](http://elance.com) or [rentacoder.com](http://rentacoder.com)
- 6) Post your project at either of those sites and set your budget (\$150). \$150 is for the entire eBook development, writing it, creating images and external links (if any); if you decide to write the eBook yourself then set your budget less than \$150. You can search on [Rentacoder.com](http://Rentacoder.com) to get an idea what fees have been charged by various writers for similar projects and what ratings the writers have been awarded by previous clients. Give as much detail as you can about your eBook. How many pages will it be? This is a huge factor for how much you will end up paying. Also, get past the mental block of paying money for your eBook development. I have spent thousands of dollars on various marketing materials which have taken my business to the next level and have allowed me to make that initial investment BACK many, many times over! Whatever money you spend on your eBook, you WILL make it and MORE back! This is one of the hardest concepts for a lot of people to digest. Just do it! I've made thousands on my eBook "Fitness Games" at [www.outdoorfitnessgames.com](http://www.outdoorfitnessgames.com). Remember, you will be developing a relationship with these sites and the people on them so be professional about yourself and your product at all times.

- 7) Decide what your timeline is for picking a winning bid. I would suggest at least 7 days with the understanding that you can extend that time (or end it early) if necessary.
- 8) Choose the winning bid and give that person the opportunity to create the eBook for you – you'll need to communicate back and forth until the eBook is just the way that you want it.
- 9) Create a simple website using [rentacoder.com](http://rentacoder.com) (\$50-100)
- 10) Get hosting (\$7.95 a month) at [hostgator.com](http://hostgator.com) (baby blue account)
- 11) Sign up for a free account at [www.clickbank.com](http://www.clickbank.com) and follow the instructions there to get your eBook approved by clickbank.com This process may take up to 3- 5 business days.

Congratulations, you're done!

I just gave you a general overview and a step by step process of how you can quickly get an eBook together and start selling it on Clickbank.com!

It can earn you money forever.

So what do you want to write – a swimming pool, a car, a vacation?

Think big!

In the next segment, I'll tell you a story that Monica Brant recently shared with me. It opened her eyes up to an undiscovered niche and a potential goldmine of opportunity!

The other day I was talking to Monica Brant about some upcoming projects that we were considering.

Monica mentioned something that was somewhat of a magical eye opening experience for her!

Monica was conducting one of her F.E.M. camps in Ohio.

One lady in her 40's invited Monica to come to her work place for a lunch and learn.

The lady wanted Monica to speak in front of the company's female coworkers about fitness and the benefits thereof.

Monica told me that she felt a little out of place as this was not her normal audience.

Monica, as you probably know, is the most popular and prolific female fitness and figure pro in the sport.

For me to hear that Monica was actually NERVOUS was astounding.

But she was and here's what happened.

Mo got up in front of those women and talked about her experiences and how fitness had helped her in her own life.

Tears started falling.

From the eyes of some of the women in the audience.

Mo can't remember what she said exactly but she knows that she gave a very powerful talk that day.

Women came up to Mo, shook her hand and thanked her.

They told her what her presentation had meant to them.

Mo had just discovered that she had a bigger audience outside of Fitness and Figure.

These were normal every day women.



They had never heard of Monica.

They didn't know anything about her or her 90 + magazine covers!

It sounds amazing, I know, but it had never occurred to Monica to go after the general public in terms of helping them with their health and fitness!

But you can bet that she will be looking into it now!

So what about you, are you considering the current 305 million members of our u.s. population and the proposed 1 trillion a year wellness/fitness industry?

Your customers are waiting for you and your products!

Are you going to partner up with the rapidly growing technology movement which allows you to take control of your bodybuilding, fitness and figure passion and make money?

“The world has a way of giving what is demanded of it. If you are frightened and look for failure and poverty, you will get them, no matter how hard you may try to succeed. Lack of faith in yourself, in what life will do for you, cuts you off from the good things of the world. Expect victory and you make victory. Nowhere is this truer than in business life, where bravery and faith bring both material and spiritual rewards.” – Preston Bradley

After all, you are the real experts in the fitness industry – not some guy who has never been in great shape but is posing as an expert as a personal trainer!

A goal of mine since around 2004 has been to create multiple automated streams of income to live on so I could have free time to spend at home with my family. We like to hang out together, play together, go to the gym together and really enjoy the Holidays together.

A traditional job would make all of this impossible.

Since 2005, I have been blessed to enjoy the lifestyle that, for me, only the internet and technology can offer.

I now have multiple streams of income mainly in the fitness industry.

Some of income streams are as little as \$300 per month.

Others are significantly larger.

Add them all up and I would have to work in a management role for an employer, probably for 60 hours a week to get the same income results.

And I wouldn't get to enjoy my family during the day as I do now.

Some weeks, I work as few as 15 hours.

I'm happy to share some of these key strategies that have been the foundation not only for my success but based upon the testimonials that I receive, it's worked for countless others as well.

Although I've given you a great place to start, I haven't (I hope) given you information overload with this audio program.

I've only scratched the surface of what is possible when we follow our passion in bodybuilding, fitness and figure and fuel that passion with technology.

Let's quickly summarize what we discussed in the audio program:

- Why you should get started with the lucrative business of product creation
- Old paradigms have been shattered due to technology

- The wellness industry is projected as a 1 trillion dollar a year industry by 2010
- There is a huge growing audience for eBooks (Amazon puts it as a 1 billion dollar a year biz)
- Decide what you will create
- The 11 steps to eBook creation
- The general public is waiting for you and your product
- The lifestyle

I'm anxious to stop talking so you can start brainstorming and creating.

I know that even if you only get 1 tip from this audio and you TAKE ACTION that you will recoup your investment many, many times over.

So please let me know about the successes that you have by using this information.

Email me at [Scott@scottyork.com](mailto:Scott@scottyork.com)

Finally, I want to talk about coaching and the benefits of having a mentor or coach.

Let's start with the following quote:

*"Corporate America and entrepreneurs are starting to catch on to something athletes have always known: if you want to maximize your potential in anything, hire a coach.*

*Coaching is to performance what leadership is to an organization. Since human beings are primarily emotional creatures, competent coaches are experts at stoking the fires that burn within – assuming there is already (at least) a small flame. Coaches can't create the flame, but the good ones can turn a small flame into a blow torch.*

*Average people will only accept the amount of coaching their egos will allow. Champions are well known for being the most open to world class coaching. The bigger the champion – the more open-minded they are. The great ones couldn't care less about ego satisfaction when it comes to improving their results – all they're looking for is an edge, no matter how slight." – 177 mental toughness secrets of the world class", Steve Siebold*

And another:

*"The top 1% of world-class performers invests thousands of dollars every year on self-development books, DVDs, CD's, seminars, workshops and retreats. Most amateur performers haven't read a book since high school and wouldn't attend a self-development seminar unless you paid them. The masses tend to believe education ends with high school or college graduation. The world class believes real education begins after school lets out. While the masses seek perpetual pleasure, the great ones focus*

*on achievement. The irony is that professional performers tend to experience great pleasure as a result of their achievements.” – 177 mental toughness secrets of the world class, Steve Siebold*

I remember 4 years ago when I sought out an expert in the Fitness Boot camp arena.

I paid around \$100 dollars for an audio CD on “How to start your own fitness boot camp”

My wife probably thought I was crazy...but since then, I have made thousands and thousands of dollars from operating my own successful fitness boot camps.

So was my investment of \$100 worth it?

Of course it was.

I would pay \$500 or \$1000 dollars or more for something like that now because I know that by seeking out an expert, you are putting yourself on the fastest track to business success!

The person who can teach or share with me a new or better way of doing something that’s important to me is one of the most valuable people in my life. The investment advisor who shows me tools to help me maximize my wealth, the wellness expert who introduces me to a product that will help stop the ache in my knee, the business expert who can show me how to leverage my valuable time and create residual income and so on.

Do not hold yourself back or delay your progress by being afraid to invest in yourself!

And once you become an expert in something you should teach that to others within this industry because traditionally bodybuilding, fitness and figure seem to me to have been a “dog eat dog” industry.

But the loser has been all of us.

“You only win when you help others win”.

Helping other people make smart economic choices, create a business that they can operate from home, spend more time with their families and build a stream of residual income at the same time – and helping many people do this – offers its own rewards, far and above the monetary rewards.

If you have listened to this Exclusive Audio Program and have understood the possibilities, then I encourage you to get started now and take action.

I’ve given you more than enough to get you going down the path of success.

But if you want more details, more in depth knowledge, more encouragement, more real life examples of others who are already doing this, then hang on because next month we’ll dig deeper into ways you can create the life that you’re after.

The life that you deserve.

And the rewards that come with it.

Each month, we'll cover topics explaining step by step of how you can:

- How to create your own eBooks and how to sell them. We'll go deeper into this than we did on this recording.
- How to create your own videos and DVD's
- How and why you need to know a little about writing sales copy
- Search engine optimization (SEO). Why it's so important
- How to narrow your niche
- What are Affiliates and why are they so important?
- How to treat your bodybuilding lifestyle as a business and reap the rewards!
- How to bring your offline business online
- The secret to Blogs and how to profit
- My super secret resources that I use to run my business
- Social networking
- Membership sites and much much more!

You'll hear from experts inside and outside of the bodybuilding and fitness industry who can give you tips that you can instantly use to accomplish your financial and creative goals.

I am basically laying out all of the knowledge that I have amassed over the past years to be able to achieve financial freedom, spend time with my family, jump up out of bed eager to begin my day and live life the way that it was intended to live.

You'll be shocked at all of the detail that we get into.

I'm committed to making your membership worth 10x – 100x what you pay each month. This is just the beginning and I hope that you'll be with me for the ride!

Although there is no University of Bodybuilding or Figure – you'll feel as if you have a degree in “the business of bodybuilding and fitness” by the time the 12 months are up.

I use to work for 40-60 hours a week making much less than I deserved.

Now I charge \$300 an hour doing telephone business consulting WHEN I decide to do it.

I work as Monica Brant's business manager.

I've got more offers than I know to do with.

And if I can accomplish all of this so can you.

For support please contact – [info@howtomakemoneyinfitness.com](mailto:info@howtomakemoneyinfitness.com)

Website is [www.howtomakemoneyinfitness.com](http://www.howtomakemoneyinfitness.com)

**Resources:**

Elance.com  
Rentacoder.com  
Clickbank.com  
Amazon.com (kindle)  
Hostgator.com  
Godaddy.com  
HeavyDuty.com

**Recent feedback to this program:**

*“I just wanted to let you know that the CD was awesome and I plan to implement a lot of the material discussed. The CD was a great listening experience and I look forward to your other CD’s each month. I believe that there is a lot of information that Adela has to share that we are not tapping into. I am going to take it step by step and try to get an e-book out on the internet. After listening to your CD I came up with a lot of ideas that Adela and I could start capitalizing on.*

*Again thank you so much and I look forward to learning a lot more from you.”*

*God Bless,*

**Trent Calavan/Texas**

*“I must say that you are a great inspiration to us. Thank you and see you soon:)”*

**Adela Garcia**

**3 x Fitness Olympia Champion**

**2 x Fitness International Champion**

**GNC Sponsor Athlete**

**[www.AdelaFitness.com](http://www.AdelaFitness.com)**

*"This CD really opened my eyes to the enormous possibilities of the internet. I applied just a few of Scott's tips and I am already making money!"*

*"Please don't buy this CD because I want to keep all of these money-making secrets for myself!"*

**Mike Pulcinella, creator of "Raising The Bar" Bodybuilding Documentary**

[www.mikepulcinella.com](http://www.mikepulcinella.com)

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