

RAO **KAN** KATALA



CREATE A PASSIVE
INCOME WITH RAO KAN




**FINANCIAL
FREEDOM**

If you have decided to create passive income for yourself, congratulations! Like all journeys, the road to financial independence starts with the first step of deciding that you need to be free from financial burdens of a conventional professional life.



Let us face it, financial freedom is a goal we all work for, but very few of us actually get there. While it's all good to talk about hard work, work ethic and values, these qualities can deliver to their full potential only when you combine them with smart work and entrepreneurial initiatives. In simple words, you need to put in place a **plan of action wherein the wheels turn by themselves and create remuneration for you.**

Ready to make money in your sleep?



Before we take steps
towards achieving
financial independence,
let us understand
the difference between
**ACTIVE AND PASSIVE
INCOME**

WHAT IS PASSIVE INCOME

We all know about active income. Active income is best described as rewards for continually working, trading hours for dollars. The more you work, the more you are likely to earn (in an ideal world). The moment you stop working, the income dries up right away (in real world). Being in regular employment is a classic example of generating active income.

Passive income on the other hand means money being earned regularly with little or no effort on the part of the person receiving it. You don't have to physically do the work, but you can still maintain the income. Given the choice, most people would prefer passive income to active income.

Since everyone is fairly aware of what Active Income is all about, let us focus on Passive Income a bit more. A majority of people think of passive income in terms of the royalties paid to recording artists and authors, or the returns on investment of property owners and shareholders. Further to these are the entrepreneurial business owners who derive large passive incomes from their businesses.

These are all different models, but they work on the same concept - **do the initial work well enough to build a long-term income stream.** The more you work at the start, the less you may have to slog later down the road.

WHY PASSIVE INCOME

Let us start this with
a quote we can all relate to

“Don't let making a living
prevent you from making
a life.” - John Wooden

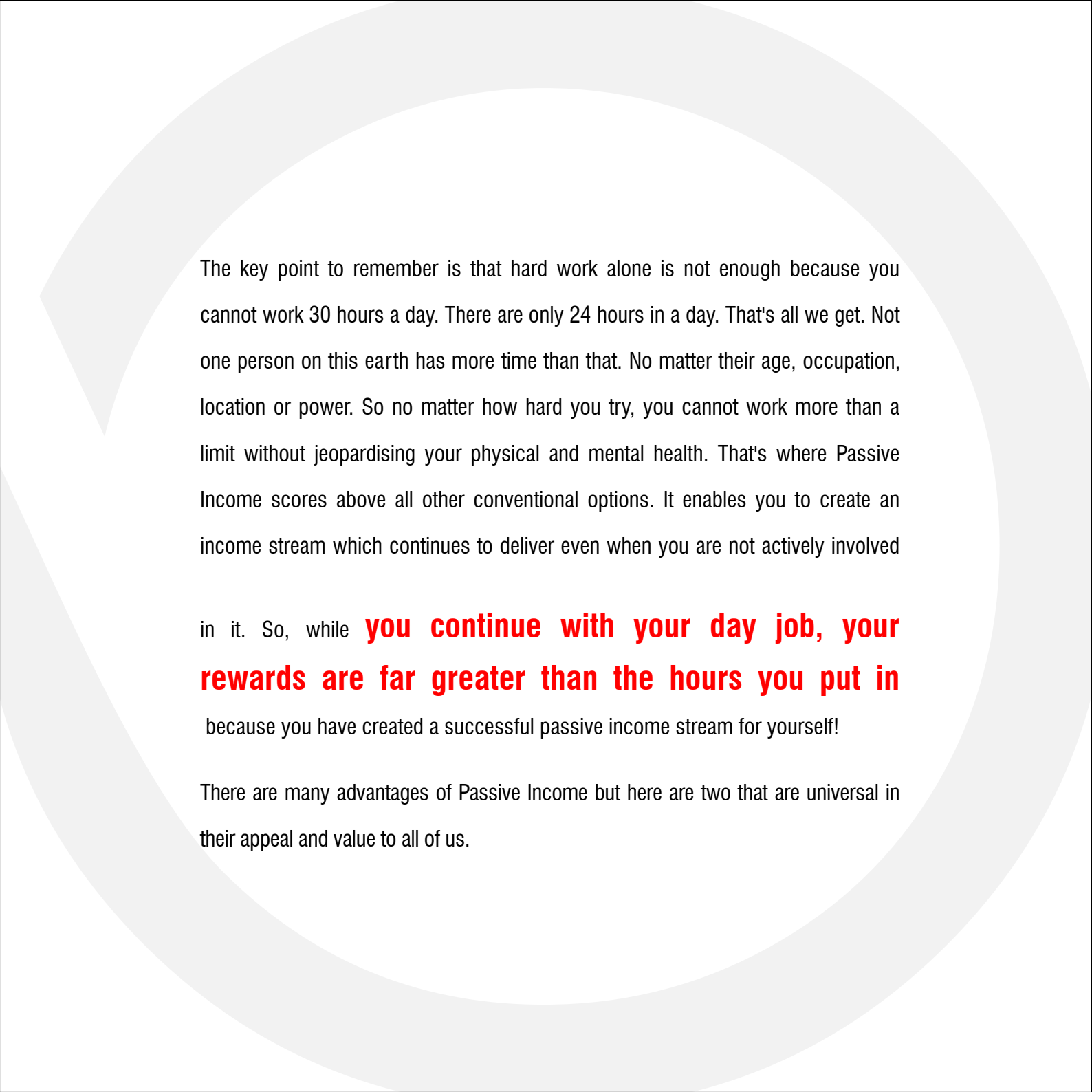


We are all working hard to make a living. But we are far from content and satisfied with our current financial status. In fact, most people are worried about their financial condition. A majority of people run out of money before the end of each month. Catchy but dangerous phrases like 'when it's drastic, put it on plastic' have resulted in enormous credit card debt all over the world. Most people in debt will spend their entire lives living from month to month, heavily in debt, and as a result will never go on to achieve their goals or dreams.

Though it is very difficult to turn it around, using the right strategy which complements your day job and opens another income stream for you can mark the start of a new chapter in life.

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The key point to remember is that hard work alone is not enough because you cannot work 30 hours a day. There are only 24 hours in a day. That's all we get. Not one person on this earth has more time than that. No matter their age, occupation, location or power. So no matter how hard you try, you cannot work more than a limit without jeopardising your physical and mental health. That's where Passive Income scores above all other conventional options. It enables you to create an income stream which continues to deliver even when you are not actively involved

in it. So, while **you continue with your day job, your rewards are far greater than the hours you put in** because you have created a successful passive income stream for yourself!

There are many advantages of Passive Income but here are two that are universal in their appeal and value to all of us.

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GREAT ADVANTAGES OF PASSIVE INCOME

1 Passive Income gives you financial comfort and reduces stress and anxiety about the future – something a majority of people would love to eliminate from their lives.

A life without anxiety is a good life.

2 Regular and substantial Passive Income sets you free to live your life the way you want. Relax, play, travel, meditate...

do whatever takes your fancy because your money is being generated elsewhere without you having to do anything!

Passive income represents control, freedom and lifestyle.



PURPOSE

WHY DO **YOU** WANT TO CREATE PASSIVE INCOME?

We all go to work to earn money. But is that the final truth? Does it all stop at making money? May be not.

Some people may want to earn money to support a family while a single person may work to save up for a car and yet another individual may go to work because they are bored sitting at home.

There are general reasons why people do things and then there are reasons unique to individual.

So, what is your motivation to create Passive Income? Why do you want to break free from the shackles of a conventional job?

The stronger your WHY, the longer you will travel down the road to financial independence.

As Chris Brogan says,
“The goal isn't just more money. The goal is living life on your terms.”

WHAT EXPERTS SAY ABOUT PASSIVE INCOME

- “If you don't find a way to make money while you sleep, you will work until you die.”

Warren Buffett

- “The greater the passive income you can build, the freer you will become.”

Todd M. Fleming

- “Money has the power to buy you things. But a much bigger power of money is in generating more money for you. Those who are able to manifest the latter, are never short of it.”

Manoj Arora, From the Rat Race to Financial Freedom

- “The key to financial freedom and great wealth is a person's ability or skill to convert earned income into passive income and/or portfolio income.”

Robert Kiyosaki

- “He who makes \$25,000 annually through passive income is more enviable than he who earns \$100,000 annually through a salary.”

Mokokoma Mokhonoana

WORKING **HARD**? LET'S WORK **SMART** TOO

If you wish to create a passive income stream for yourself, you need to have an open mind which allows you make changes in your approach to work. There was a time when working hard meant that you had the opportunity to get ahead of the average person who perhaps had a more relaxed approach to work. Today it's not the case anymore. Although a strong work ethic will always be important, it is no longer the only ingredient.

Success is about being smarter and often doing things differently. Creating a passive income stream expects you to do just that, and you will learn these skills by educating yourself and connecting with successful people who understand this principle and who have made it work for them.





We know the next question – **what is the best way to create passive income?** There are so many options being thrown about – online businesses to software development, real estate to bonds. How do you know which one is the best for you?

NETWORKING MARKETING **TRIED, TESTED AND TERRIFIC**

Sure, you have heard the term before. In fact, Network Marketing is used more than it is understood. So, let's get to know it better.

Network marketing is known by a variety of names, including multilevel marketing, cellular marketing, affiliate marketing, consumer-direct marketing, referral marketing, or home-based business franchising.

Before we look at what Network Marketing is, let us know what it isn't.

First, network marketing isn't a pyramid scheme. Pyramids are programs similar to chain letters where people just invest money based on the promise that other people will put in money that will filtrate back to them and somehow,

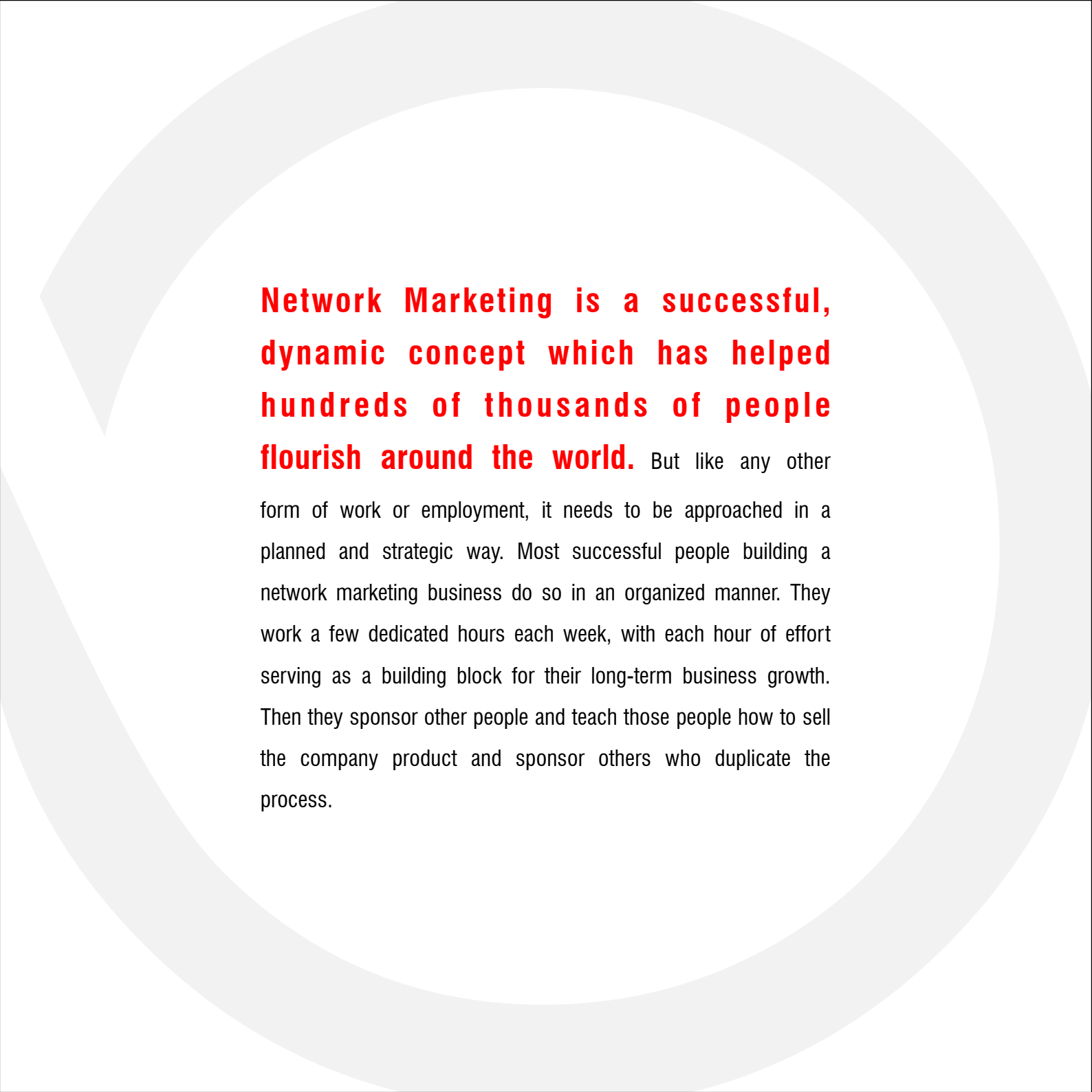
they'll get rich. A pyramid is strictly a money game and has no basis in real commerce. **Network marketing is a legitimate business based on providing people with real, legitimate products they need** and want at a fair price. It offers people a chance to make money through the business model, as well as their own dedicated efforts in building an organization that sells real products and services.



**NETWORK
MARKETING**

In essence, Network Marketing isn't a get-rich-quick scheme. Network Marketing is a serious business for serious people. It's a proven system wherein a business model designed and created by a team becomes a road map for your own success. It is no longer about selling to friends in social gatherings and potentially spoiling your social contacts. Today, Network Marketing uses sophisticated marketing techniques such as the Internet, conference calling and other long-distance sponsoring techniques to extend their network across the country.





Network Marketing is a successful, dynamic concept which has helped hundreds of thousands of people flourish around the world.

But like any other form of work or employment, it needs to be approached in a planned and strategic way. Most successful people building a network marketing business do so in an organized manner. They work a few dedicated hours each week, with each hour of effort serving as a building block for their long-term business growth. Then they sponsor other people and teach those people how to sell the company product and sponsor others who duplicate the process.

READY TO CREATE PASSIVE INCOME WITH RAO KAN THROUGH NETWORK MARKETING?

Great! Time to get started. Let us assume Network Marketing is a dish we are going to prepare.

The good news is, I have the recipe. I have set up the kitchen with pots, pans and ingredients.

All you need to do is walk in a start cooking the dish.

The question is – are you ready?

Ready to follow the recipe? Ready to work within the kitchen area? Ready to be patient while the dish is prepared?

Ready to persevere until you get it right?

Network Marketing is no different to cooking a great dish. Knowledge, skill and perseverance are key to success. Like any other business venture, you will face challenges, obstacles and may be a few risks. Your success will develop on how well you apply yourself and your skills.

It will all come down to your WHY. If your WHY is rock solid, the HOW becomes much easier.

RAO KAN KATALA

Over the years, I have tried, tested and mastered the techniques of generating passive income through Network Marketing. My methods and techniques have worked for me as well as hundreds of my associates in Australia, US, UK and Europe. My partners and associates have experienced the joy of attaining financial freedom and you can too.

Since good things must be shared, **I am thrilled to share my secrets with you and empower you to create your own success story.** I will train you to step into the world of Network Marketing and help you find your way around as you explore this exciting concept with its immense possibilities.

To make it easy for you, I have created a special webinar which gives you the big picture as well as the finer details. I will explain the concept, take your questions and make sure you know everything you need to make a start.

With my guidance and your hard work, the dream of creating a Passive Income stream could soon become a reality.

Just drop me a line giving your Name, Email, Phone and Location on

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