

# The Coffee Shop Report

Duston and I are going to do a free webinar about something completely unrelated to gardening. You know me as the donkey loving gardening guy, and that's pretty much who I am. But like you, I am a complex human being and I have a side that few people have ever seen.



Mike and Pam McGroarty

The world is changing around us. Everything that we thought was for sure is no longer. Many of us are suffering from greatly reduced, or completely gone pensions that we once thought would keep us until the end of our days.

Health care costs and **necessary, lifesaving**, prescription medications are becoming more and more difficult to afford.

For most of our lives we believed the United States Post Office was forever. Due to no fault of their own, **the postal service is in serious trouble**. For years and years and years they did an explementary job. Didn't matter, the world changed, it changed their lives. The world changes. It evolves. Those who evolve with it enjoy peace and prosperity.

**Changes like this do not mean Doom and Gloom.**

Changes require a different way of thinking. When you change your thinking you are able to see that all of these changes bring with them, incredible opportunities that were

never before possible. Most of these opportunities weren't even conceivable just a few years ago.

On one hand we have a sea of folks like me, 50 to 65 year old Baby Boomers, who have had their world turned upside down and shaken out on the sidewalk. That's all they can see scattered in front of them, the shambles of what's left of what they thought were going to be their golden years.

On the other hand we have another sea of folks that are trying to cash in on **The Gold Rush of 2014**. Ecommerce. Ecommerce is good. It allowed me to walk away from my long time government job with little regard to what effect of "not doing my time at the job" would have on my pension and the rest of my life.

### **Quitting that job is a decision that I will never regret!**

When I walked out of that city building I left a big chunk of my pension on the table, but I also left behind a truck load of stress and ridiculous nonsense that made my life absolutely miserable. Today my life is very different, stress free and the Internet Skills that Duston and I are about to share with you allow me to live this very peaceful life. I can do anything that I want to do today. If I want to spend the day under the shade tree reading a book with donkeys trying to eat the pages, that's what I'll do. The person that I answer to is my wife and after all these years we have that pretty much figured out.

Most of the Ecommerce, Gold Rush dreamers that I mentioned are younger than you and I. They have been voluntarily gulping down the "get rich online" Kool-Aid that is so readily available everywhere you look. Many of them have good ideas, reasonably good products to sell, but in truth, they haven't a clue about what they are doing.

They are flailing and are quickly becoming disenchanted. In reality they are in a much worse situation than you and I. Many of us so called "older folks" have a little bit of something left of what was supposed to be our retirement plans.

The young people? Not so much. Probably no social security, huge national debt weighing down our country, corporate greed is out of control. A government that has gotten too big, too costly to support and no good answers to these problems on the horizon. All of these issues are on our young people. These things are their problems to solve and it is a tall order.

401 K plans? Who's managing those things? The next Bernie Madoff? Seriously. A 401 K plan is a big pile of money that gets bigger with each payroll deposit. But I promise you this. . . When somebody starts accumulating a big pile of money anywhere, there is a long line of unscrupulous people who are looking for a way to steal it and eventually one of them will.

Our young people see these problems. They know it. They have elderly parents and they are well aware of the challenges that their parents are dealing with. It scares them

to death. It keeps them up at night. Some of them are 45 years old, some in their fifties. They are a long way from retiring but old enough and smart enough to know that the arithmetic is not in their favor. They hear the clock ticking, they can feel it in their veins like a heartbeat. Time is plowing on and their plan is more unraveled than raveled. Just a few years ago they thought they had it all figured out. Today? Not so much.

Duston and I are doing this webinar for two reasons.

1. We have a lot of customers and subscribers that have websites and need some help making them profitable, or more profitable.
2. We have some subscribers that would love to discover a new set of skills. To master a process that they can employ from home that has the ability to change the lives of others.

As I am writing this report thousands of people are uploading a website to the Internet for the very first time. In the time that has elapsed from me writing this report to you reading this report, tens of thousands of new websites have gone online.

Isn't that crazy?

But here's the problem. They know how to create a website and actually get it uploaded to the Internet. But from there they have no idea how to turn that website into a valuable asset that brings them a steady stream of income on a daily basis.

It just so happens that this is a process that I've mastered. I've shared my knowledge with Duston and he has gone on to become one of the most knowledgeable Internet marketers that you will ever meet. You'll figure that out pretty quickly when you join us on this webinar.

Our goal is to make you more knowledgeable in the area of Internet marketing than anybody you know. You have to trust me on this. I learned this stuff, I taught a great deal of it to Duston and today he is teaching me! If we learned it, so can you.

Once you master this process, you will be able to help others if that's something that interests you. Or you can just use this information to make your own website super successful.

The late, great, sales trainer and motivational speaker Zig Ziegler loved to say; **"When you help enough other people get what they want, you will get what you want."**

I know, I know, I know!

I know exactly what you are thinking.

You're saying; "Mike! I can barely do for myself! How in the world can I help somebody else, even catapult them to success? I haven't a clue how to do that!"

First of all, me and you? I doubt that we are all that different. Chances are you're smarter than I am!

In grade school I was a C student at best. High School? I don't even want to talk about that. They pushed me through just to get me out of their hair. I wanted out, they wanted me out. I guess it was a win-win situation.

I took a lot of menial jobs. All low paying, brawn and brute kind of stuff that required strong legs and a strong back and the lower your IQ the better. That way you'd do it forever and never quit. An employer's dream knucklehead. That's who I was.

At least on the surface, that's who I was.

Brute and Brawn truly was the only skill set that I had. Yes, I knew about plants. Using my brute and brawn I did learn a lot about plants working in a nursery. But all that did was make me more attractive for the employer looking for "mildly skilled brawn". A knucklehead who can identify plants is a landscape contractor's dream employee. You don't have to pay them anymore, but you can make them feel important and use them to your heart's desire.

So I figured the solution to my problem was to become the boss so I could use the only skills that I had and hire a few of my own knuckleheads to help me earn a living. I started my own landscaping business and I quickly proceeded to go completely broke. Sad but true.



I truly was broke and defeated. You've probably read about me cashing in pop bottles just to get the \$1.60 so I could buy a cup of coffee. All true stuff. All part of my life story.

# Now here's the part of that story that I've never told.

## The Coffee Shop

Going broke is not a simple process. It takes time. You kick and you fight and you usually just end up digging yourself in deeper with each attempt you make to save yourself. It's ugly. There is no other way to explain it, it's slow, ugly and painful.

With all of that kicking and fighting you have all of this crap going through your head. Lots and lots of crap! You can't go broke quietly. Your family knows, your friends know, your in-laws know, everybody in town knows, everybody knows! You can't block that out. All of that crap rattles around in your head day and night. You lay awake at night thinking about all of it.

So one day in August of 1983 I stopped at a coffee shop in Geneva, Ohio. Small town, but far enough away from home that I could be anonymous and go deep in thought. When you're going broke you do a lot of thinking.

Right there, in that little coffee shop in Geneva, Ohio I experienced a life changing moment. Honestly, honestly, honestly! That moment in time changed my life forever. That moment in time is what eventually lead me to all of the successes that I've enjoyed in my life. (After I finished going broke)

### **I am here to tell you that it really is that simple.**

A positive, life changing moment can occur at any time, in any place, but only for those who are willing to open their minds and allow it to happen.

### **Here's what happened in that coffee shop.**

I was thinking. Brainstorming. Trying to find a way to get myself out of the mess I was in. I turned over the coffee stained placemat and started scribbling. Writing down the words as they came to me. It probably took me less than five or ten minutes to get it all down on paper and it was done.

On the back of a coffee stained placemat I had created a rough sketch of a document that would change the course of my life forever. It didn't happen overnight mind you, but it was the very first step of a journey that would take me to places I couldn't even imagine at the time.

That moment in time propelled me to master a process that has the power to change the lives of others and I've been able to do that, time and time again. I **need** to share this process with you.

**Please, please, please! Print this page and keep it near you.**

I want you to read the following words over and over and over until they become part of your being. *I believe in you and now I need you to believe in yourself.*

You also have to believe this . . .

**“Life’s battles don’t go to the fastest or the strongest, but sooner or later they go to those who think they can.”**

I believe that to be a rough interpretation of a quote by the great Vince Lombardi. Memorize it and recite it to yourself often.

Seriously. You can spend your time dwelling on all that is wrong, or you can replace those negative thoughts with self-belief. Come on! If I believe in you, why shouldn’t you believe in yourself?

Back to you and the hidden opportunity that all of the change in the world has created for you and I both.

These young and middle aged people are throwing up websites like rice at a wedding. Only problem is, everything thing about these websites is wrong. I mean completely wrong. These geeky nerds are wiz bang genius at making a website sing and dance and display crazy animated graphics and such.

**However.**

**This is a big, fat, glaring however!**

All of these websites fail to do the three things that a website absolutely, positively must do. They fail to automatically attract Internet traffic, they fail to capture a steady flow of contact information from visitors along with permission to market to them, and they fail to convert visitors to buying customers.

Those are the only three things that a website needs to do.

1. Automatically attract a steady stream of traffic from the World Wide Web.
2. Collect contact information along with permission to market to that person.
3. Convert visitors into paying customers.

Internet success is that simple, yet 99% of the websites on the Internet don’t do any of these things well.

The Internet is so big and grows so fast I don’t think anybody, including Google, know for sure how websites there are online or how many new pages are added on a daily basis. But I was able to find these numbers . . .

One sources tells us that there are 634 million websites on the Internet.

There are 37 billion individual webpages on the Internet.

And it is estimated that well over 10,000 new websites are created daily.

It doesn't really matter whether or not those numbers are accurate, close to being accurate, or way off. What we know for sure is that there are tens of thousands of websites online, thousands of new ones being added daily and tens of thousands of new web pages being created daily.

Each and every one of those individual web pages has a job to do and quite frankly, they are not getting it done.

Duston and I can and will show you exactly what is wrong with most of these websites and what needs to happen in order for them to effectively do what they are supposed to be doing.

It's really not that difficult, nor is it that complicated. Most of what is wrong with these websites are basic mistakes that everybody unknowingly makes because . . . they just don't know any better.

If you were to learn these skills from us, others would give you money to help them make their websites better. It's as simple as that.

**The Gold Rush of the New Century** has created hidden opportunities that few people recognize. Of those that do, they can't keep up with the demand.

Now, before I say another word, I want you take a deep breath, take a few steps back, and picture me in that beverage store back in 1983 cashing in 16 Pepsi bottles because those pop bottles represented **my total net worth at that time.**

Think about me as the kid that they practically ushered out of the high school just to get me out of their hair. There is no way in the world that my grades were good enough for me to graduate, but they didn't want me back and I didn't want to go back so they pretty much handed me a diploma and wished me good riddance!

At the age of 38 I had never, and I mean never, laid my hands on a computer of any kind! Yet, at the age of 43, scared to death, intimidated as all get out, I somehow managed to build a website and miraculously managed to get that website uploaded to the Internet!

I truly did not have a clue about what I was doing. But I believed in my heart, that I, along with my wife and two kids, **deserved a better life.**

Because I wanted a better life I was subscribing to a really expensive newsletter written by this very smart, but extremely eccentric character from Key West, Florida. In his newsletter this guy wrote . . .

*“There’s thing called The Internet, and you have to have a computer to get there. This is going to be the biggest thing ever!”*

He wrote that in the early 90’s and I believed him.

Armed with that one phrase and my credit card, I headed out the door on a Saturday morning and bought a personal computer with a 486 meg hard drive and a whopping 8 meg of ram. When I came home with that monster, my wonderful wife, bless her heart, said; “If you think you’re setting that up in the living room, buy a desk, I don’t want that saggy card table in the living room.”

She did not ask me how I intended to pay for the computer, nor did she suggest that I was an idiot because I did not know how to use a computer. She’s a gem! She just didn’t want the living room cluttered up with the saggy, beat up card table that I initially used to hold my new computer.

When I went to work on Monday I told my so called friend and co-worker that I bought a \$2,500 computer over the weekend and he said; “How are **you** going to come up with \$2,500?” Some friend huh? He’s still working and hates every second of it.

Now here’s the thing. I truly did not know a thing about a computer. My sister had a computer so she came over and showed me how to turn the thing on without blowing it up. Late at night I used to sit in the living room and stare at that computer, thinking to myself; “There’s got to be something I can use that thing for.” The rest is history.

I figured it out and **so will you.**

With the help of Duston and me you can become an expert in the world of ecommerce. The fundamentals of doing business online are actually pretty basic, but 99% of the people with websites don’t know what they are.

In this webinar we will cover as much as we possibly can about Ecommerce strategies that mean the difference between success and failure online.

Here’s the thing. Back in 1983, at that coffee shop I engaged myself in an activity that would forever change my life and the life of my family. I had no idea that’s what was happening and I will briefly tell you the rest of that story on the webinar.

But for right now I need you to believe in yourself as much as I believe in you because my own story allows me to see what you can’t and I know for a fact, that the least likely of all candidates, much like I was, are going to be transformed with the information that Duston and I are about to share.

This is heavy duty, life changing stuff. I personally have been working on this for over a year.

This isn't just for people who have websites. This is for anybody that would be interested in **"Discovering a Process that Can Change the Life of Others."**

That's what I mean when I say this is powerful stuff. For some it truly will be life changing. You can mark my word on that.

In closing, this is worth repeating. Read it over and over.

**"Life's battles don't go to the fastest or the strongest, but sooner or later they go to those who think they can."**

Take care, I truly mean it when I say; "By all means, stay inspired!"

-Mike McGroarty

P.S. I honestly believe in you. You are capable of a lot more than you think.

P.P.S. When Amber first read this report she told there were some typos. I fixed a bunch of them, but I'm sure I left some behind.

Ironic isn't it? They practically kicked me out of high school. One teacher told me that I'd never amount to anything. **(Thank you Mr. Duff! Your ignorance drove me to succeed.)**

I wonder where that jerk is today? I wonder if he knows that I've written and published four books? Doesn't matter. I know. My family knows. Duston has already written his own book. I'm sure there will be more.