

EXHIBIT L

Building Your Successful Business

The Jump



Once upon a time there was a king with a remarkable ability; he could jump to the top of his castle in a single leap.

The king had no children to inherit his kingdom so he decreed that anyone who could jump to the top of his castle would be his heir. Many came from far and wide to attempt the jump. All failed.

There was a little boy who lived in the kingdom. He dreamed of jumping to the top of the castle and becoming king. He would pile up crates to practice jumping over them. Day after day he practiced but, of course, could never jump anywhere near the height of the castle. One day, he figured out how he could jump to the top of the castle.

The next day, the boy went to the king. "I can jump to the top of the castle," said the boy. "Really?" asked the king doubtfully, "let's see you try."

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EXHIBIT

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The boy simply jumped up the staircase - *one stair at a time*. At the top of the castle the boy declared, "There, I jumped to the top of the castle." The king chuckled and said, "So you did, my clever boy, so you did. And the kingdom shall be yours."

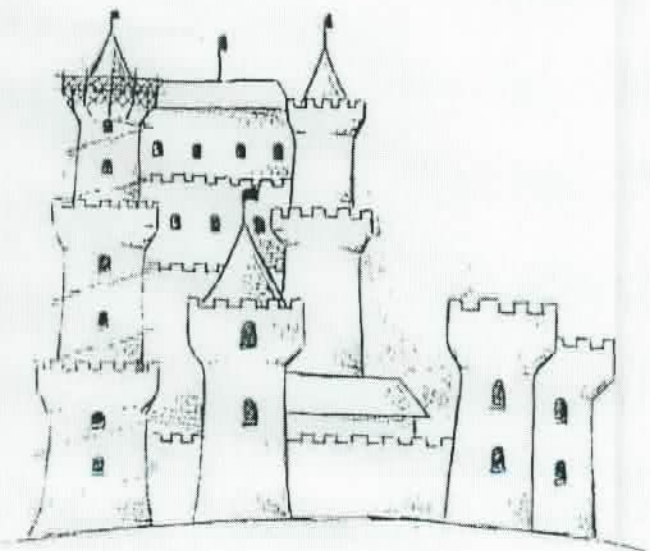
Building a successful online business is a lot like jumping to the top of a castle. It's nearly impossible to do in a single leap, but not so bad taken one step at a time. We are here to show you how to jump up the staircase of your own successful business

This is Your Castle

This is your business. We aren't going to build it for you. We have a variation on an old saying: "Give a man a fish, feed him for a day. Teach a man to fish, feed him until his pole breaks. Teach a man to make fishing poles, feed him forever." Like teaching you to make fishing poles, we will teach the principles you need to know to build your own successful business. Then we will assist you in the process.

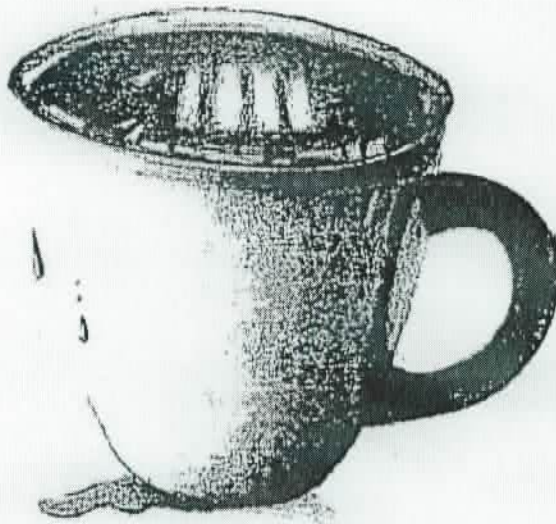
We can't tell you what your business should be, but we will help you discover it. This business will be uniquely yours.

You must learn to take and maintain control, which means you must first learn to manage yourself so you can manage your business. As you do this successfully, the personal and financial rewards can be incredible!



Think and Act Like an Entrepreneur

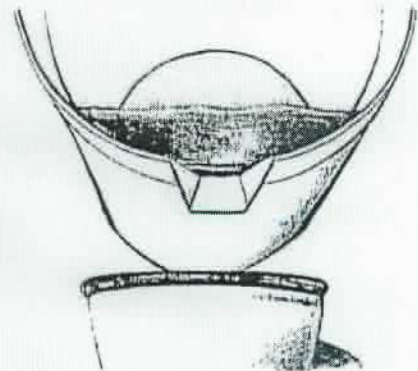
What does it mean to "be your own boss"? That you can do whatever you want? – Sorry, no. It means you have to **manage** yourself. It means that you have to give yourself tasks and assignments and hold yourself accountable. Put another way, you are your own boss and your own employee.



The biggest challenge in building your business will be yourself. You must learn how to manage yourself and your time effectively. We have many years of experience working with people launching a business, and we'll tell you right now – if you fail, it will be because you fail to manage yourself.

Your life is probably a lot like most of ours – busy – even hectic. Your life feels like this cup, full of water and brimming over.

Now you're trying to fit in the time to run a business. You must decide what this business means to you and why it's important enough to fit into your life. Since your life is already filled with things you are doing, you need to figure out what you will give up so that you will have time to fit your business in. This means you will have to plan your time to make things happen and then follow through and do them. You should plan to invest **at least 10-20 hours per week** building your business.



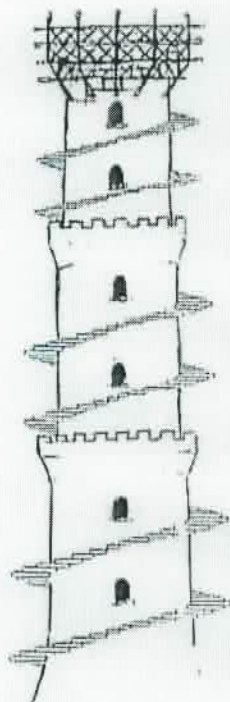
We will teach you to follow a daily routine consisting of four parts:

- 1) **Business Mission Statement** - What will your business and life be like in one year?
- 2) **Personal Commitment Letter** - What are you specifically going to commit to and give up so that your business fits into your life?
- 3) **Time Management** - What will you specifically do each day to build your business?
- 4) **Business Journal** – Record your plans and progress each morning and evening.

Establishing a routine of using these tools *every* day is the key to your success. You can't get to the top of the staircase if you don't climb the stairs. These tools keep you working on your business even when you don't *feel* like it. This is how you figure out how to *make time* for your business *even if you don't have the time*. With these tools you will develop and implement the specific plans to control your business and your life so that you can enjoy the lifestyle that you want.

This Is Your Staircase

Starting at the bottom, let's take a look at your staircase to a successful business. This is a spiral staircase. Each level will build on the work you have done in previous levels to increase the success of your business. Just as the boy in the story needed practice the first levels of your staircase will give you practice for later levels. You will repeat similar activities over and over to build your business.



Level 7 & Up: The Sky's the Limit

Level 6: Search Engine Marketing

Level 5: Test Market Your Website

Level 4: Make eBay's Customers Your Customers

Level 3: Profit on eBay

Level 2: Establish a Product Line

Level 1: Buy & Sell Something, Anything on eBay

Level 1 – Buy & Sell Something, Anything, on eBay

You will gain experience buying and selling on eBay. Starting out by selling on eBay has several advantages:

- It allows you to start working on your business right away. You can start making an income almost immediately.
- The skills and principles that you learn listing on eBay will be used over and over while building your business.
- eBay is a great place to test things out. You get quick feedback on your product and presentation with a minimal investment.
- eBay allows you to start building a customer base that you can refer to your website as repeat customers.

Even if you already have experience selling on eBay, this is still the place to start. We will teach you how to be even more successful selling on eBay. In addition, you will learn and practice skills you need to create an effective website.

Level 2 – Establish a Product Line (Find Product to Sell)

Our approach is not to find product for you. Imagine that we were to discover the “best product in the world.” You could sell it every time and at a great margin. Then imagine we told all of our customers to sell this item. Soon thousands of people would be selling it. The margin would disappear and the “best product in the world” would become the “worst product in the world.”

Instead we will teach you a process and strategies to effectively find product to sell. You will consider a number of different product lines, perform research to analyze the selling price and competition, and evaluate each product to select which products you will promote.

Recall the boy in our story who jumped to the top of the castle. What the story didn't tell you was that he had a few mishaps on the way up. He fell several times – once he even slipped down a few stairs and had to jump up them again. He even skinned his knees. But ultimately he got to the top and became king.

Likewise, you should plan to test more than one idea. Odds are you will need to test several ideas until you find something that really “hits.” Successful people know the only failure is giving up. So, if at first you don't succeed, keep at it until you do! We will assist you in evaluating your business ideas to greatly increase your chances of success. We will show you how to market test your ideas. With our help, your climb to a successful business will be much shorter.

Level 3 – Profit on eBay

Now it's time to put the work and learning from the first two levels to work and start making some money! You will establish a routine of listing your product line on eBay. As you find items that sell consistently on eBay you can list them over and over and continue to make money. You will establish and execute your business plan to profit on eBay.

Level 4 – Make eBay's Customers Your Customers

Begin using your website to produce revenue. Market your website to your customer base that you have already established on eBay. This allows you to sell to your repeat customers without paying eBay's listing and final value fees. It also allows you to increase your profit margins and to establish long-term customers.

Level 5 – Test Market Your Website

You will use a website marketing strategy called pay-per-click. This allows you to send traffic to your website almost immediately. Now you'll be able to test how successful your products, keywords, and website are at producing sales. A successful pay-per-click campaign will also allow you to derive additional income from your website.

Level 6 – Search Engine Marketing

Next, you will use search engines to promote your website. You will update your site to be search engine ready and then list it with search engines. It takes time to make sales this way, but in the end you will be making sales without paying eBay or pay-per-click fees to gain website customers. You will establish and execute your business plan to profit on your website.

Level 7 & Up – The Sky's the Limit

The boy who became king could only jump to the top of the castle. For you, the sky's the limit. How you build your business from here is largely up to you and based on the unique qualities of your business. There are many building blocks to select from to continue to grow your business:

- Broaden your product offering
- Find better profit-margin items
- Find a new hot item to sell
- Build the relationship with your customer base
- Ongoing search engine marketing
- Explore other markets – Amazon, Overstock, etc.
- Market your website outside the Internet
- Utilize advanced eBay techniques such as eBay store, etc.

Let's Get Started!

There is no need for heroic jumps to get to the top; you only need perseverance and dedication. As you build a great business you will become great in the process. We look forward to assisting you with the greatest climb of your life.

