

Graham's Way[©]

It's been said many times, "First, build a solid foundation"

That's the purpose of GrahamsWay[©] e-book, to help you build a solid profitable foundation for your home based business.

Starting with *The Ultimate Secret*
That will give you the power to succeed

Why is it that even after spending hundreds or even thousands of dollars on various 'How To' courses, we still do not obtain the success we want?

The answer lies within us, and at the end of GrahamsWay[©] eBook system, you will know how The Ultimate Secret can give you the foundation to succeed with any online or offline business.

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Introduction

What you are about to read is a basic, short, no hype, no B.S., down to earth, e-Book that WILL help you get started in a home based business – and stay in business for many years.

The biggest and most difficult obstacle to success, is the person that looks back at you from your mirror; yes it's YOU, the person reading this, and that is one of the purposes of **GrahamsWay**® e-Book system – getting YOU on the track to success that YOU want.

Why is it that some people succeed with almost everything they turn their hand to?

Truth is, perhaps without even realizing it; they are already using the Ultimate Secret.

At the end of this book you will know the Ultimate Secret, you will know its simplicity, you will know how to use it, but most of all you will know its power, and you will not be disappointed.

You will also be presented with a very powerful way to build your own business using this eBook and other methods!

To best teach you the Ultimate Secret I will tell you a story as it was told to me; the characters mentioned will show the power of the Ultimate Secret.

So sit down somewhere nice and comfortable, somewhere that you will not be disturbed, because once you get into the story you will not want to stop until you get to the end.

To get the best understanding it's suggested that you read through the whole e-book to get an overview, and then go through it as you would a tutorial. This will make it easier to understand and get you on the road to that extra income and more time to enjoy it.

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A Story Tells The Secret

I was sitting in the hallway of the courthouse in a Mid-western city and overheard the conversation of two attorneys who had just settled a large lawsuit.

“I’m glad we got this settled so quickly,” one of them said. “I’m closing my practice and this case was the last major item for me to finish.”

“Closing your practice?” the other asked. “Why?”

“Because I’m moving to Florida,” was the reply.

How I envy you,” the second attorney said. “I’ve wanted to move to Florida for years.”

“Then why don’t you move too?”

“I can’t move now,” the other lamented. “My practice is established, my family is rooted here, I have a home, a mortgage, and a hundred other strings tying me to this city.”

The first lawyer was silent a moment, then said, “That’s interesting. I have all those things too. But I’m moving anyway.”

“Then you’re throwing away everything,” the other said, suddenly enraged, “and you’re a fool!” He turned on his heel and strode away, his footsteps making angry echoes down the marble hall.

As the other shrugged and walked away, I thought, “What went on here? These men seem to be in almost identical situations. They’re in the same profession, are of similar ages, have similar responsibilities and the same desire. Yet one is excitedly on his way to accomplishing his desire while the other, in bitterness, is not. What’s the difference between the two?”

I figured that both of them surely must know what is involved in such a move: Giving up an established business, uprooting a family, facing the possibility of higher living costs and fewer job opportunities in the new locations – plus other,

unforeseeable difficulties. Yet while both must have known what was involved, only one was actually making the move. I wondered why.

Another time, I was attending a lecture by a man who had made millions of dollars speculating in commodities. In the middle of the talk, a spectator stood up and asked, "Didn't you realize that all this speculation was risky, that you could have lost every penny you had – and then some?"

"Why yes I did," the millionaire replied.

"Then why did you continue to speculate?"

"I don't know exactly why," the lecturer answered.

"I just know I was willing to take the risk."

"Well I'm not," the spectator snapped.

The rich man smiled and said, "That might be why I'm giving this lecture and you're paying for it."

These two examples illustrate a principle: a truth so simple and obvious, most people go through their entire lives without seeing it. I didn't see it for many years, despite constant reading and study on the subject of success. The principle is:

*In order to accomplish something, you must be **willing to do whatever it takes to accomplish it, providing it's legal and moral.***

The Florida-bound lawyer was willing to close up shop, move his family and absorb the cost of starting over. The spectator was willing to put up his entire net worth and risk more than he had. What these two men had in common was their willingness to do whatever was necessary to accomplish their goals. Ironically, they may not have been aware of their willingness at the time. But, as you'll find, the principle works whether you're aware of it or not. It's automatic.

WHAT THE PRINCIPLE SAYS - AND WHAT IT DOESN'T SAY

The principle says you must be **willing** to do whatever it takes to reach your goal. This is it – and contrary to what you might have read or heard before, **it stops there!** It demands nothing more of you.

What the principle does **not** say is that you must actually **do** whatever it takes. This is the part of the Ultimate Secret most people fail to understand. They think physical **doing** is the key. It's not.

In the western world, we are accustomed to **action**. We are doers, achievers. We believe that to accomplish something, we have to **do** something. Our education is focused on learning how to solve problems. This can be valuable – but only to a certain point: the point where physical action **cannot** accomplish a goal.

Let's say you'd like to be happy. That's a worthy goal. What can you **do** to achieve it? Make money? Afraid not. Money is nice, but it's no guarantee of happiness. Get married? No, plenty of married people are quite miserable. Move to a tropical paradise? Well, Hawaii is a tropical paradise and the amount of drug abuse in that state is a matter of deep concern. And drugs are hardly a sign of happiness.

The point is there's nothing you can **do** to become happy. You can only **be** it. People who **are** happy often realize with delightful surprise that they have somehow achieved happiness, without **doing** a thing to get it.

Let's look at an example in which you accomplished something without any action whatsoever. When you were a child, there were many things your parents didn't want you to do: play in dangerous places, go about with mischievous friends, stay out after dark – we all can remember such a list. Now, recall a situation in which you **didn't** do one of those things on the list, despite great

temptation. What happened? Your parents were pleased: maybe they even gave you a reward.

*In that situation, you accomplished a number of items: you caused your parents pleasure; you got a reward or avoided punishment. Yet to accomplish these things, you **did** nothing. Thus, non-action is just as capable of producing tangible results as action is.*

*When it comes to getting **results**, **intention** is more important than action. The results you achieved in not misbehaving come out of your **intention** to be the kind of child your parents wanted. The results did **not** come out of what you **did**.*

*Similarly, happiness comes out of your **intention** to be happy, your **willingness** to be happy, not out of anything you could possibly do to achieve happiness.*

There is a lesson in this, a lesson that shows us the key to the Secret.

THE KEY: WILLINGNESS

*This leads right back to the original principle, which says: to get what you want, you must be **willing** to do whatever it takes to get it. The essence of the principle – the key to it – is the idea of willingness. By way of definition, willingness is a frame of mind, which is open to every possible demand, without judgment, reservation or refusal.*

*As with happiness, you don't have to **do** anything to achieve willingness. It's a frame of mind. You just have to **be** willing. There's no process involved in getting it. You get it by having it. Because willingness is an open frame of mind, it has great power, almost magical power. In western culture, we're skeptical of things that aren't concrete, observable and measurable. We scoff at words like*

“magical”, “mystical” or “metaphysical”. If you’re the skeptical type, I ask that you hold off rejecting such ideas until you finish reading this article. It’s a small price to pay for what will ultimately be a great reward.

WHERE IT STARTS: WITH YOU

*To get what you want, you must recognize something, which at first may be difficult, even painful to look at. You must recognize that **you alone** are the source of all the conditions and situations in your life. You must recognize that whatever your world looks like right now, **you alone** have caused it to look that way. Your state of health, your finances, your personal relationships, and your professional life – all of it is **your** doing: yours and no one else’s.*

This is difficult for many people to swallow. “I can’t help it if I was born poor,” they claim. That might be, but at birth, were you condemned to staying poor?

“A black person has all the cards stacked against him,” they say. That might be, but how many black PhD’s are there? How many black mayors and millionaires?

*Look carefully at any situation in your life, be honest about it, and I guarantee you will eventually see that, **either consciously or unconsciously**, you set it up that way. Whether you’re aware of it or not, you’ve allowed the situation to remain, even though you’ve had the ability to change it all along.*

*When you recognize, once and for all, that you are the source of everything that happens in your life, you unleash a powerful force. Once you see that everything, which exists for you, is your creation and no one else’s, then you will see that everything that **can** or **will** exist in the future is your creation also.*

This recognition of yourself as the source puts you consciously into the driver’s seat – a place you’ve been all along, though perhaps unconsciously.

As long as you look at a situation and say, "I didn't create **this**," you're letting the situation remain beyond your control. You're saying there's nothing you can do about it, that it must remain so forever. But as soon as you say, "I created this," you make it your own. You accept responsibility for it. When you accept responsibility for **creating** it, you're then ready to assume responsibility for changing it. You thus **take control** of your life.

Once again, the steps are:

- Accept responsibility for creating things the way they **are**,
- Assume responsibility for changing them,
- Take control.

Note that none of the above requires any physical action on your part. They are shifts in your attitude, your mental set. Together they constitute the vital, crucial beginning of an entirely new approach to life, an approach in which **you** are the cause of what happens.

WHAT YOU NEED TO GET THROUGH THE PROCESS

To get from your start, which we have defined as the taking of control – to your destination, which is the achievement of desire – you need only two things:

1. **A clear idea of what you want.** In this process, you must send messages to your subconscious mind. Be advised: the subconscious mind does not respond to fuzzy pictures. The subconscious responds to sharp, clear, specific ideas. Just saying to yourself, "I want a lot of money," isn't good enough. You must say exactly how much. Nor is it enough to say, I want to move to a warm climate." The world has many warm climates. Say exactly where you want to move.

It's helpful to write down what you want in words that are as specific as you can make them. If you're not sure what you want, state very clearly your intention to discover exactly what you desire in a specific area of your life, by a certain point in time.

2. Commitment. *This, like willingness, is an attitude. It's a feeling of confidence that, whatever happens, you'll continue to pursue what you want. It's not a self-imposed promise or an obligation. Rather, it's a firm belief that what you want is so desirable and so important, in the end; it'll be worth doing whatever you must do to get it.*

WHAT YOU DON'T NEED

*Given that the list of things you **do** need has only two items on it, the list of things you **don't need** is almost endless. You **don't need** a lot of money or time or luck. You **don't need** a great deal of intelligence or education. The amount of intelligence it took you to read this article so far is more than enough. While it would be good to get help from others, you **don't need** it. And while it would be good to have a plan, you **don't need** that either.*

*There's a reason you don't need plans: a powerful reason, rooted in a powerful principle. The reason is, when you have a clear **objective** and a **commitment** to reaching it, you'll **naturally** be drawn to doing the things that move you towards the objective.*

*In other words, you have a natural, automatic, built-in mechanism that tells you what to do in order to get what you want. The mechanism works even though you haven't the vaguest idea how to get the objective. All you have to do is fix the objective clearly in your mind and be committed to achieving it. The **process** – the "how to" – will take care of itself! The process will come out of your intention to achieve the objective. You'll know – naturally – what to do, how, and when.*

Look at the processes people use to get anything. No matter how cut-and-dried they seem, all processes are at least somewhat arbitrary. Consider the process of getting a bachelor's degree. At first, it would seem that to get the degree, you must go through the process of attending classes for four years, taking tests and getting passing grades in all those classes.

Now, look at how many people have gotten bachelor's degrees by mail order. Look at the number who have attended classes and gotten credit, but didn't take a test. Besides that number, how many skipped the classes and have just taken the tests? How many have gotten credit for their work or life experience, thereby skipping the class-and-test process altogether?

*Thus, we see that the process is to a certain extent arbitrary. In the case of a college degree, it may be totally arbitrary. Look at **any** process – right now – and note how much of it is arbitrary, how many of the steps in the process were invented by someone for reasons long-since obsolete or forgotten – and are partly or entirely optional.*

*I once worked for an organization that gave aid to disadvantaged youth. One day, my boss rushed in, delighted by the news that none other than Henry Ford was ready to make a large contribution to our organization, and that he wanted the contribution to be tax-deductible; the problem was that our organization was not qualified with the Internal Revenue Service: contributions made to us were **not** tax-deductible.*

*My boss assigned me the task of securing tax-deductible status for our organization by the end of Mr. Ford's taxable year, which was only a few days away. I called the IRS and was told by a clerk that the **process** of getting approval as a tax-deductible charity normally took six months – and the process*

could not be waived. I was crest-fallen. I told my boss that the approval was impossible to get in a few days.

But I didn't realize that my boss had a clear **objective**: he wanted that contribution. And he had the **commitment**: he was willing to do whatever it would take to get that contribution. His reply to me was, "I don't care what the IRS says. I want tax-exempt status and I want it **tomorrow!** Let's do what we have to, but let's get that approval."

I got back on the phone and explained the situation to the same clerk. First, he laughed. Then he referred me to another clerk, who referred me to an application examiner. After I had told my story for the sixth time, and for the sixth time refused to accept "no" for an answer, the examiner agreed to talk to his boss, and get back to me. I hung up, and crossed my fingers. The time was 10:00AM.

At 10:30, the examiner called and said, "If you can have the application form filled out and delivered by 5:00 PM today, I'll review it and if everything's in order, I can give you preliminary approval by 5:00 PM tomorrow. We'll waive the full investigation for now and issue a final ruling in due course. But once the preliminary approval has been signed, contributions to your organization will be tax-deductible immediately."

My boss and I rushed to the IRS office, got the form (which was 10 pages long), filled it out and submitted it. At 4:45 PM the next day, the District Director of the IRS signed the preliminary approval of our status. Mr. Ford wrote his check got his deduction and we got the largest single contribution in the history of our organization. All this without a plan, and in the face of an "un-waiving" six-month process; so much for plans and processes, you don't need them. **Objective** and **commitment** are everything.

HOW THE PRINCIPLE WORKS

*Again, the principle is: In order to accomplish something, you must be willing to do whatever it takes to accomplish it. That's the principle – and it works. It works for me, for you, for everyone who uses it millions of times each day. But **how** does it work? By what mechanism does the principle take the simple attitude called **willingness**, and use it to bring about the most monumental and complex results?*

The mechanism behind this principle brings four elements into play. They are 1) a concept, 2) a law, 3) a phenomenon, and 4) a power.

1. The concept of thoughts as things.

In Western society, we regard the non-physical as non-real. Put another way, we believe that if we can't see, touch, measure or somehow objectively perceive something, then it must not really exist. A realistic westerner has little patience with mysticism or metaphysics.

Even extra-sensory-perception (ESP) is regarded with a great deal of skepticism. When someone talks about the "spirit world", he's often thought of as "strange" or "out of touch with reality".

*Yet our own thoughts fall into the non-physical category. We can't see them, touch them, or perceive them objectively. Yet we "know" our thoughts exist, because we **think** them. But knowledge of our thoughts is itself a thought, and thus, in our view, it's un-physical, unreal. For the most part then, we deny the objective **reality** of our thoughts.*

*Over the ages, a number of enlightened thinkers have recognized that thoughts are indeed "real", they possess an objective reality, and existence apart from us. In other words, thoughts are **things**.*

*When you think something, when you form a thought in your mind, it takes on an existence of its own. Whether you form the thought carefully or casually, whether you think it intensely or lightly, whether you consciously drag it up or it springs up by accident – the moment you think it, your thought is **real**. It's a **thing**, as much a thing as the book you're now reading or the hand you're holding it with.*

What's the significance of this concept? Why is it important that "thoughts are things"? Because as things, thoughts fall within the operation of an important law: the law of attraction.

2. The law of attraction.

Simply stated, the law is this: things attract other things. And the more similar the things are - the stronger is their attraction to one another. Evidence of this abounds in nature. From the largest planets to the tiniest microbes, attraction rules them all.

As to thoughts, the law means that whenever you think something, the thought immediately attracts its physical equivalent. Think about eating and before long, you're eating. Think about something sad and before long, you're feeling sad, maybe even crying.

Every book that's ever been written on the subject of positive attitudes has preached this gospel: To win, you must think about winning. To succeed, you must think success. What you think about comes about.

Those books are not wrong. In objective reality, the thought of winning attracts the physical counterpart of winning: that is, the victory itself. The thought of success attracts its physical counterpart, be it a sales commission, a promotion, or whatever "success" means to the person thinking about it. And it's here that an amazing phenomenon comes into play.

3. The phenomenon of accelerating acceleration.

When you think of something – let’s say it’s a personal fortune of ten million dollars – that thought immediately begins attracting its physical equivalent. It immediately begins drawing ten million dollars toward itself, towards you, the holder of the thought. Now, in physical reality, ten million dollars may seem a long, long way from where you are. The prospect of you physically having that fortune may seem quite dim.

*But help is on the way. It comes in the form of accelerating acceleration. Simply described, this phenomenon is: When things begin moving towards each other, they move at an increasing rate. Not only are the things themselves moving faster, but also their **rate** of movement is getting faster with each passing moment.*

*When you think of having ten million dollars and **commit** yourself to having it, that money begins making its way toward you. Once it’s begun, it moves faster and faster until you can’t keep track of it. Many a multi-millionaire has told how it took 15 or 20 years to make the first million, several years to make the second, a few months to make the third, then very little time for other millions to come flying in.*

That’s because of the phenomenon of accelerating acceleration. The law of attraction is so powerful that once things pick up momentum, they fly toward each other with increasing speed. The things you want fly toward you more quickly and easily as time goes by.

The key word in this discussion is “commit”. When you commit, you turn toward the thing you want. You open yourself to it. You welcome it. You set the law of attraction into motion simply by saying the word. The rest is taken care of – automatically and with accelerating acceleration.

4. The power of an open mind.

The last element of our principle is a mysterious power. It's mysterious, not because it can't be understood, but because most people choose not to understand it. Most people have their minds made up on life's major issues and would rather not be bothered with changing their minds.

Yet an open mind is like an open window. It lets the fresh air in. An open mind allows the law of attraction to work without interference. It allows the phenomenon of accelerating acceleration to run free. An open mind permits its thoughts to find their physical equivalents in ways the closed mind may not have consciously thought possible.

The open mind is a window to the limitless possibilities in the universe. It is the catalyst for chemical reactions in unbounded number and variety. It is an instrument of immense power.

In the final analysis, an open mind is what makes everything else work – the concept, the law, the phenomenon, even the principle itself.

WHAT KEEPS THE PRINCIPLE FROM WORKING

As I've said before, the principle contained in this article is automatic. It works by itself. But that doesn't mean it works all the time or that it can't be stopped. The fact is people stop it far more often than they allow it to work. Here's how:

Let's say you have a clear objective: to become the president of your company within the next five years. Having read this article so far, you realize that to reach you goal, all that's necessary is that you be willing to do whatever it takes to get it.

Being the methodical type, you sit down and make a list of all the things you feel are necessary for you to reach your particular goal. (Remember, you don't need to make lists, though they may help.)

For the sake of example, let's say your list looks like this:

- 1. Work in every department of the company.*
- 2. Get a college degree a night.*
- 3. Work 12 hours a day, six days a week.*

And so it goes. You continue to list all the things that you see as being necessary to the achievement of your objective...until you come to number 42.

42. Relocate to a different city.

*With a sigh of sadness, you look at 42 and say, "No I'm not willing to do that. I know the headquarters is in a different city, but I like **this** town. My family is here. My friends are here. I hate packing and I hate disruption. I won't relocate."*

Wham! Everything stops. In a split second, you short-circuit the principle, interfered with the law of attraction, and slammed the brakes on accelerating acceleration. By closing your mind to that one element, you rob yourself of the power that makes it all work.

*When you say, "I'm not willing" with respect to any aspect, of anything it takes to get what you want, you instantly shut down the powerful mechanism that was automatically starting to bring your goal to you. When you say, "I'm not willing to do that". You close your mind. In effect you decide that a certain way is **the** way things must be, or not be. You see certain barriers as permanent. With your mind closed, nothing works.*

Right now, you might be saying, “Wait a minute. Let’s try. Let’s start doing the items on the list. Maybe number 42 won’t ever come up and I won’t have to move.”

I can answer with this: Whatever your barrier is, whatever you’re unwilling to do – that barrier will come up without fail. In fact, it will come up early – maybe even the very first thing.

*This is because of the built in economy of nature. Circumstances seem to highlight the one item that’s jamming up the works. It’s a sort of Murphy’s Law: “If something can go wrong, it **will**. If something **can** stop the process, it **will** – and it will come up first.”*

So, if you set a goal and find it involves something you’re unwilling to do, you might as well save yourself a lot of time and trouble. Forget that goal and start looking at others. There are plenty of worthy goals in this world. You’ll find one.

Do I sound like a quitter? Is this a defeatist attitude? Is it negative? Is it discouraging and disheartening?

*Take heart. There’s an opposite side to this particular Murphy’s Law – a side that throws open the floodgates of your accomplishment. It’s this: When you become committed, when you become absolutely clear in your mind that you are willing to do whatever it takes to achieve your goal, the mechanism – the **principle** – starts creating shortcuts. It starts eliminating the need to do certain items. It brings your goal to you with accelerating acceleration and without nearly the trouble you thought was necessary.*

If you want to be company president in five years, and if reaching that goal involves 42 items, you must be willing to do all 42 of them. But once you commit to doing all 42, the chances of you actually having to do them dramatically

decrease. You may not have to get a college degree. You may not have to work 12 hours a day. You may **never** have to relocate. The trouble is, when you set your goal, you don't know in advance which items on the list will be eliminated. **That's** why you must be willing to do every one!

As this article was being written, a friend told the story of how the principle worked for her. About five years ago, she found a lovely apartment in a beautiful building.

When she inquired about moving in, she was told that the building was so popular, there seldom were vacancies, and that the only way to check for vacancies was to stop in at the office every day.

"Well, I'm certainly not willing to drive over here every day," she said, and began looking elsewhere. In the next five years, she lived in five different places, and was unhappy with each. When she learned that her rent was about to be raised again, she decided to go back to the building she had loved so much five years before. But this time, she resolved that she would do whatever was necessary to get in.

From the manager, she learned that the building was still full, that there was a two-inch stack of applications ahead of hers and that she might have to wait and inquire for months. "That's all right," she said, "I'm willing to do whatever it takes."

That was Friday. Saturday and Sunday, the office was closed. On Monday, at one minute after nine in the morning, the phone rang. It was the building manager. "I have the apartment you wanted," he said with a big smile in his voice. "Can you move in by the first?"

With her heart racing, she answered, "If that's what it takes, I'll do it!"

*There's nothing strange about this story – others like it take place countless times each day. My friend was merely using the principle to her advantage. She was willing to do everything it took to get what she wanted. The principle then went to work and made the job so easy, she actually had to **do** very little.*

You can, of course, use the principle too. The way you use it is by simply being willing to do every item on the list of what it takes. And don't even worry about the list. If you're not sure what's involved in getting to your goal, just commit to it. You'll find out what it takes soon enough.

*It's not the knowing of every item on the list; it's your **willingness** to do them, which gets the principle going. The mechanism then starts bringing your goal to you with ease, short cuts and accelerating acceleration.*

*It is your willingness that opens your mind to unlimited possibilities. Without that willingness on your part, the mechanism stops. You can toil for years on the other items, but as long as you remain unwilling to do just one item, the goal will always seem farther away than ever. **Willingness** is the key. If you have it, you can get anything. If you don't, you won't.*

It's that simple.

THE TYRANNY OF THE ACCOMPLISHED GOAL

*This, then, is the ultimate secret to getting absolutely everything you want: **Know what you want and be willing to do whatever it takes to get it.** You probably won't have to do all the things. In fact, you'll probably only have to do just a fraction of them. But be willing nevertheless.*

Now you have the secret. Now you can go out and get whatever you want.

A word of caution: Accomplished goals can be wonderful, but they have a tyranny in them. If you begin to see accomplishments as the prize, you get hooked on them – like a drug addict, wanting more, only to be disappointed once they're over with.

*Why is that? For the simple reason that the attainment of a goal is almost never as good as you imagined it would be. Even if it **is** good, the attainment is a momentary thing. The duration is painfully short. In no time at all, you'll begin looking for another goal to shoot for, another accomplishment to put into your trophy case. You become the victim of a tyranny – and that tyranny is your own accomplished goal.*

THE ENDLESS JOY OF THE PROCESS

*Once you've learned to use this secret, you will soon find that your greatest reward is not in the attainment of your goals, but in the **process** of going after them. Life is not a destination: it's a journey. It's not a series of goals: it's a series of processes. Life is not all about accomplishment: it's all about doing, participation, progressing, growing, and learning.*

While goals disappear the moment you achieve them, the processes never disappear. They go on forever, as does the joy that accompanies them. Life thus becomes, not a string of achievements and not a rule of tyranny. It becomes a continuous, joyous adventure. And if we can make it that! What more could we possibly want?

The Ultimate Secret and You

Can you now see how the Ultimate Secret can bring you the success YOU want, that it's ALL up to YOU. Remember the old saying, "If it's to be, it's up to me".

You may need to read the Ultimate Secret several time before it really 'clicks', but once it does, you will become unstoppable.

No longer will you let **anyone** or **anything** come between you and your dream, (remember a dream is what you want, not what you need).

Also remember you don't need to make a list, although it helps; just have the **willingness** to do whatever it takes. Don't wait, ponder, and analyze, just 'Do it Now'. (Another powerful saying, "Amateurs built the Ark and professionals built the Titanic"). There cannot be any 'can't', 'won't', 'not now', or any other excuses. Like learning to ride a bicycle, the only way is to get on and learn, and as you learn you become more confident, it becomes more enjoyable. Just have a **willingness** to do whatever it takes, and do it NOW.

As I said at the very beginning, the main purpose of **GrahamsWay**[©] e-Book system is to help you build a home based business, It's not just another 'How to', it's designed to be a viral marketing business building system, which can be personalized just for you. Viral marketing is a bit like the joke you forward on to others, and then they forward it on, etc. etc. It started from one person and ended up being shared by 1,000's. I say a bit like because you don't just send this e-Book out to every e-mail address you can get, that's called spam, nobody likes it, it certainly won't work, it will get you a bad name, and banned by your company.

The most powerful type of viral marketing is 'word-of-mouth', and it's unbeatable. How often have you recommended a film, restaurant, or a product to a relative, friend, colleague, or acquaintance? It works, it's unbeatable, and network marketing is nothing more than recommending. You do not sell. You just recommend and then let the system

work for you. You didn't try and 'sell' the film or restaurant, did you? You just recommended it!

For most people a home business is really about having more income, or having more time, or perhaps a combination of both. There's probably also a secret desire that it might take off and make them wealthy. The product is very often secondary, providing we're comfortable with it. What's most important is having a system!

The Power of a System

You may have come across this explanation many times before, but it describes 'the power of the system' so well, it's worth repeating.

A system is needed to overcome the two biggest reasons of why people fail with their home business.

The first is running out of money before they have got their business to a level where the 'incomings' are more than the 'outgoings'.

And the second reason is that having made a list of 100 people in their 'warm market', and tried to market to them, often without success, they now have no one to market to!

So a system can provide a business model to follow, and the franchise industry is probably the best example. A large well known franchise such as McDonald's is a billion dollar franchise, but it will be staffed mostly by teenagers! How can a business run by inexperienced teenagers be such an overwhelming success? The answer is 'A business system'

Network Marketing and affiliate marketing have been compared to a franchise in many ways, and you've probably come across these comparisons before.

The founder of McDonald's was Ray Kroc; he brilliantly realized that his first priority was to sell his franchises to franchise buyers. That's business people who are intent in buying a business, not tire-kickers, lookers, whiners, and excuse makers. The franchise buyers would then sell the burgers.

Our job as successful network marketers is no different, we are looking for business buyers, not opportunity seekers, and collectively we market the product to the end user. The quality of McDonald's food, some would say, is debatable, and yet it is the largest and most successful fast food franchise in history.

How? Why?

The key to Ray Kroc's success, both with business owners and customers was a system that could be duplicated. And that is exactly what we as business owners (many of us unskilled) want. A system that will help us make money, with a product that is acceptable to us!

So as business owners we should not be selling products, and compensation plans, we should be selling a SYSTEM that will include bringing in business buyers, introducing them to our company and the product, and then training them in the system.

One thing as humans we cannot be is duplicated, but a system can!

We come back to what we discussed earlier, we are not selling, we are recommending; our job is to build relationships, and this is the strength of this industry. We will succeed by helping others succeed. How? By being a valued, trustworthy person; by being a friend, a mentor, and a coach.

The Power of Leverage

What is Leverage? Leverage is what makes people like Richard Branson of Virgin fame, and Bill Gates of Microsoft, and many others, so financially advantaged. And it works like this:

Let's take Microsoft as an example; The Company employs an estimated 25,000 employees. Multiply that by 40 hours per week for each employee, and you will get an answer of 1 million hours. So Bill Gates is being paid on the productivity of 25,000 employees equaling 1 million hours.

Compare this to the hours that you as an employee work; if you work full time you might manage 80,000 hours in your entire lifetime! If you do a quick calculation you will see that Mr. Gates is being paid on the efforts of 12.5 employee lifetimes – each week! Now do you see how the rich get rich; they are using others people's time, and the system works right down to the smallest company.

The good news is that you can do the same, but in a way that also gives everyone in your organization the opportunity to do the same. As an example, let's assume you have only 100 people in your team, and they're each averaging 10 hours per week in building their business. You now have a leverage of 1,000 hours per week, plus your own hours. I won't labor the point as I'm sure you can now see the successful power of leveraging, and our key to leverage is Network Marketing.

Network marketing – why is it so powerful?

Why has it produced more millionaires than any other industry?

To get a solid understanding you will have to do some research, but for now take comfort and pleasure in the fact that network marketing does work, it's worked from the dawn of marketing, and it will always work because it's people friendly.

The first thing I like about network marketing is that I became successful simply by helping others become successful, and you can do the same. It is totally unnecessary to try and get 1,000's of people into your business all by yourself. The system will do that for you if you just help a few people get the quality of life that they're looking for, and then help them to do the same for others.

However with the power of Network Marketing, you could build a very profitable business; there is no need to sign up thousands, or even hundreds. The term Network Marketing says it all -- you network. It's a business system that is as old as marketing itself and it's still around because nothing else can beat it. It really does work. You communicate with people who are interested.

So, what if we could combine the power of:

- The Ultimate Secret,
- Leveraging and Network Marketing,
- And **GrahamsWay**® e-Book Viral Marketing system?

The good news is that we can, and we will.

From the Ultimate Secret we remember that you only need to have the **willingness** to do whatever it takes. Don't wait, ponder, and analyze, just 'Do it Now'. There cannot be any 'can't', 'won't', 'not now', or any other excuses. Learn as you Earn!

You see, if I show you how to use **GrahamsWay**® e-Book system, you will have a system, you could have multiple streams of income, and your initial costs in time and money will be minimized.

The extra income can pay:

- The mortgage?
- The car payments?
- To reduce or pay off credit card balances?

- For college?
- For mum to be at home for the children?
- A second pension?
- A full time work at home salary?
- For you to live the life you want?
- How many other benefits could you add to this list?

One more thing before I show you the companies that will change your life forever.

You must have a 'WHY'. The Ultimate Secret tells you what you need to do in order to achieve success in your home business, but you will still need a WHY, and one or more of the above list might be your 'Why'. If it's not get a pencil and paper, sit down and write down your dreams and aspirations because you MUST find your 'WHY'.

WHY do you want your own business?

Your WHY is so absolutely important because you will be challenged – daily – in your resolve to be successful. There is a saying, “When the going gets tough, the tough get going”, and your WHY is that which will fuel your toughness.

Before you learn how **GrahamsWay**® e-Book system, plus good basic business building techniques, plus the Internet works. You probably want to know where the income will come from, and we'll be coming to that shortly. So be patient, it will be well worth it.

For me, and I suggest for you also, a home business must have credibility that is sustainable. It must be like any other business with, a proper address, company officers who identify themselves and are contactable, a phone number, email address, company sales aids, etc, etc, just like any other mainline company. I also insist that the company must have at least a 3 year successful history. Only then can I be confident when I'm talking to others, and others will be confident that they are dealing with a legitimate 'real' business.

Your personalized copy of **GrahamsWay**® e-Book system, endorsed by you, will contain **your** links to the companies using **your** I.D. This means that people you contact will be in **your** business, and that is the primary reason for using this system, you are building your business, but we're all helping each other. This is Powerful stuff!

Since this program is being promoted by everyone using **GrahamsWay**® e-Book system, your businesses grow faster, and people stay because they're making money.

You've probably already heard of T.E.A.M. – Together Everyone Achieves More; together we're an unstoppable force. So let's get started...

Let's get Started - The Companies...

These selected companies will give you a strong and profitable Internet business foundation, and also provide more than basic training that will enable your transition to becoming a very knowledgeable and successful marketer.

Multiple streams of Income are a priority, and you may be wondering why I am suggesting multiple streams of income! Before I explain the advantages, please understand that it is not a requirement of using this powerful e-Book system that you **MUST** join all the programs. But why leave money on the table? All of the programs are already being promoted by others and that means they're helping you build your business, and you're helping them build theirs, so why not take advantage of that? Remember T.E.A.M – Together Everyone Achieves More.

Most business owners have more than one 'product' simply because people are different, one product will undoubtedly be more attractive than another, and that product will make it more exciting for them to follow the whole system, and in the final analysis we are in business to make money, so the more streams the better, (within reason).

Multiple streams of income also mean multiple sources of business building training, support, and information, and that is extremely valuable as you will see.

Main sources of Income:

First, a brief overview of how these companies can build our strong, profitable home based business foundation.

An absolute must is to start with proven long term successful companies, that way you'll know that you can succeed because the company is already successful. Also extremely important is getting into profit as soon as possible, so that you and your team will stay the distance.

Two companies that fulfill those requirements are *wwKiosk* and *Empowerism*. They are established seven year old companies, highly successful, and both consider their first priority is to help their members succeed. It's not unreasonable to say that if you can't succeed with these two companies then you're doing something radically wrong.

These two companies also fulfill the basic requirements for your Internet business. You'll have just about everything you need to market your businesses, from web hosting (up to 8 sites), website builder, templates, and other website goodies like various forms of pop-ups, tell-a-friend script etc, etc, basic Autoresponders, lead capture pages, Leads, marketing tutorials, and much, much more.

In fact, there is so much included in the membership of these two companies that to list it all here it would be totally confusing. It's far easier to learn as you go, that way it will make more sense. Suffice to say that you'll have your basic Internet office, (your website), marketing aids, and lots and lots of training and support. You'll also get into profit quickly; with *wwKiosk* you only need 5 in your team to reduce your cost to zero, and with *Empowerism* you only need 3 in your team.

What have we got so far?

- We have learned that to succeed we must be **willing** to do whatever it takes
- We have highly successful companies, which form the basis of this incredible **GrahamsWay**® e-Book system that could see you earning multiple streams of income.
- All the training we could ever wish for from people who have ‘walked the talk’.
- This e-Book system, which works, you’re not only reading it, you’ve got this far.
- A desire to get started – Now.

Let’s get started.

At this stage, most people have already joined the program listed above, and are starting to attract success simply by a **willingness** to do whatever it takes.

So if you haven’t joined, do it now, and start getting ‘inside’ your new business; you’ll be learning your way around, and be sending out positive signals. Success will come to you, and will gather in speed in relation to your efforts. Remember the Ultimate Secret?

Get started Now – become a member of **wwKiosk and **Empowerism****

You will receive lots of training, so the last thing I want to do is pre-empt training that will be more than adequately covered by the true professionals. One thing you will be taught is the strength of thinking in the ‘now’ time frame. For example, think “I’m a successful business person” thoughts, or put another way, think “I am” not “I will be”

Marketing your new business

Marketing is not easy, although it can be made to appear so, but it is simple, if you concentrate on YOUR Company. Let me explain.

Do NOT allow yourself to be sidestepped into loosing your valuable focus and spending time and energy on ‘schemes’ that will supposedly help you build your business; they

rarely do nothing more than waste your time and your money. Keep it simple, concentrate on promoting YOUR business, and ONLY YOUR business using normal business building methods.

One thing we can say about the Internet is that there isn't any shortage of 'experts' using expert marketing skills to extract money from us. It's also true that "you don't know what you don't know", so it's almost impossible to judge what is really going to help your Internet marketing career. But if you've started with what some would call 'old fashioned marketing', and now earn a reasonable income from it, and consider yourself 'Internet wise', then you are more than qualified to judge what you "need to know". Unfortunately that still won't stop you getting 'burned' once-in-a-while, but it will dramatically lessen the chances of it happening.

The original marketing methods work; they're simple and people friendly.

What are normal business building methods?

To a traditional business owner, normal business building methods include business cards, classified advertising, flyers, and point of sale material (e-books, brochures, DVD's, CD's, etc), and of course the Internet.

People are very suspicious of anything that gives them even the slightest hint that they are being sold to, so don't do it. This particularly applies to your warm market (people you know). Look at it this way, if you were opening a new main street business, you would tell your warm market about it, and if it's possible you might offer a special discount or free sample, and then hope that they would choose to visit you. This is the same attitude that you must take with your networking business.

Your success will depend on you finding out peoples needs, and then helping them meet those needs. Don't immediately push your product onto them; find out what it is that they're looking for. Help them find their 'Why'. Remember people don't like being sold

to! They are more likely to try/buy on a recommendation from someone they know, like and trust.

Marketing – where to start?

The biggest cause of people failing in business is that they run out of money, and the second is running out of people to ‘talk’ to. So with that in mind, let’s look at various ways of promoting your business – You have joined **wwKiosk and Empowerism** haven’t you?

Viral Marketing

As the old Internet joke says “No, you won’t catch anything from Viral Marketing, it’s not contagious”. It’s simply called Viral because it’s passed from person to person. Like the joke email you really like and send on to a few friends, and in turn some of them will send it on. Before long it’s sometimes been right around the world, and might even come back to you.

Viral marketing is very powerful if carried out correctly, and is the basis for **GrahamsWay©** e-book system, so you can safely say we’re definitely very biased to this form of marketing.

You will see many viral list building programs on the Internet proving that the system works – for the initial organizer, and that is where the strength of **GrahamsWay©** e-book viral system is so advantageous, you will be your own ‘initial organizer’.

It is obviously best if the viral system is building YOUR business, not somebody else’s, and that is how **GrahamsWay©** e-book system works. You obtain your own version of **GrahamsWay©** e-book, and then using the business building information contained here you will invite people to download a FREE copy – which contains YOUR referral links.

You can also put the e-book onto a CD (we'll show you how) to give to anybody you meet who expresses an interest in building a home business.

Further information of how you obtain your own branded version of GrahamsWay e-book system will be found on the last pages.

Traffic Exchanges

Traffic Exchanges are probably one of the most efficient ways of presenting your website to the Internet; yes you do have to spend time surfing, but the price is right – it's free. The only downside is that it is very easy to get side-tracked, so remember my earlier 'warning'.

Marketing using Traffic Exchange (TE's) is effective IF it's done right, and that means surfing multiple TE's. Also, TE owners encourage us to help each other by adding a percentage of the points or tokens surfed by people we recommend, and it's not unusual for some members not having to personally surf anymore because of the huge number of hits their websites are getting from points or tokens generated by their downline. So, since we all need to be 'dancing to the same tune' and follow the best TE's, you will need to become a member of [PageSwirl](#). This program is free, (although I would recommend paying for [PageSwirl](#), because it's another income stream).

Dan Moses is very good at showing the best way to efficiently surf multiple TE's, using a tabbed browser; personally I would recommend joining all the TE's listed in [PageSwirl](#), (although I can understand some people leaving the 'Pay to join' ones till later).

Before you join the TE's listed in [PageSwirl](#) it will help to know how you're going to use them to advertise your business.

People are usually going to be surfing several TE's at a time, so the website or page you present to them must get the message over quickly. That means long or slow loading

pages are out. You'll see example of site that still haven't finished loading when you're already clicking to the next, or pages so long it would take several minutes to read.

Your own branded version of **GrahamsWay**© e-book system will also include a 'squeezepage', that's an advertising web-page that will help you get started and it will be hosted on your own website. The page is short, designed to get interest quickly, and offers an opportunity to download a free copy of **GrahamsWay**© e-book system.

When you're joining the TE's you will be asked to provide a website address to which surfers will be directed. Now you could just list one website, but the majority of us use a 'URL Rotator'. A rotator allows you to have several web page URL's rotating, that way you can experiment with different pages, maybe to find the one that works best.

You will have access to 2 URL rotators, one from [PageSwirl](#) and one from [wwKiosk](#). Using PageSwirl as an example first go to your PageSwirl members' site, scroll down and click on 'Edit rotator sites' under '*My Account*'. Here you will enter the URL's of the sites you want to advertise. Then as you join the TE's, and you will list your PageSwirl rotator link, found on the 'Edit rotator site' page as 'Your website' address.

It's very simple to become a member of TE's; as soon as you've joined [PageSwirl](#), scroll down to 'Downline builder' from the '*My Account*' menu and join as many of the TE's as possible.

You'll see Dan has a chart listing different TE's for surfing different days of the week - see the 'Surf Center' in the '*My Account*' menu. I adjust this for my own use because I have favorites that I surf every day (except Sunday), and I also find I can concentrate better if I surf 6 at a time, and yes I do scan each site.

As you will find, the human brain works extremely fast and can quickly build up an overview of each site, and you'll spend more time on sites that interest you. Let's be

honest about this, if you expect people to really notice your site, then you owe it to others to really notice theirs.

Personally I find surfing educational; for example, what was it about a particular site that really got your attention? Surf n' Learn.

Safelists and FFA's (Free for All's)

Although some people do seem to have some success with Safelists and FFA's, the general consensus is that they are a waste of time and resources. Perhaps you might want to experiment later when you're already making money and have time to experiment. Enough said on this subject.

Forums

With thousand upon thousands of website owners bombarding us with advertising websites, we need to take advantage of good basic marketing and that means taking advantage of marketing's biggest asset – social networking.

As you learned earlier, social networking is older than marketing itself, and has the huge advantage of being extremely people friendly. No more searching for thousands, simply find a few people you can partner with, and help them to do the same.

Forums are an ideal meeting place, be genuinely involved in the discussions, be friendly, and of course don't forget your signature. Your signature is a powerful way of getting your business message over where blatant advertising is not appreciated; make it a short sharp advertising headline leading to your business URL.

Through your membership with [PageSwirl](#) you will already be a member of 'ConquerYourNiche' which is a forum based program. I won't suggest any others so as

to prevent us all ‘fishing in the same pool’, but I’m positive you’ll be able to find others that will suit your personality and interests.

Community Business Networking Programs

Community or social business networking programs are another ideal meeting place, and very effective when it comes to good basic marketing methods.

The most popular are [Direct Matches](#) and [AdlandPro](#); we’ll look at each one in turn.

[Direct Matches](#) – DirectMatches is a system for meeting people, combining person-to-person marketing along with the concept of social and business networking.

DirectMatches markets a broad range of services designed to help you grow your business, which also includes an opportunity to add another powerful income stream to your portfolio. I did consider including this with the main program of [wwKiosk](#) and [Empowerism](#), but decided to leave it as an option to keep the costs down. So the option is yours.

[AdlandPro](#) - offers free promotion, free advertising, marketing and networking contacts. You’re able to build up a list of ‘friends’ many of whom have their own forums. AdlandPro also offers an opportunity to upgrade to full member which has many advantages including an opportunity to add another income stream to your portfolio.

Classified Advertising – Online

Both [Direct Matches](#) and [AdlandPro](#) offer classified advertising, and undoubtedly you’ll find other places to advertise, just remember that like your ‘signature’, classified adverts need to be designed to get people to VIEW your website. Don’t try and sell, you don’t have the space.

Because writing adverts is such a huge and complex subject, you will need to study the subject separately. There's lots of free information on the Internet, just put "how to write adverts" in the search engines, you'll be surprised what you will find.

Building your business OFFLINE

Although this section follows Online business building basics, Offline business building is for many the most successful and rewarding. Long before the Internet became so popular, people were building very successful businesses the 'old fashioned way', and it's gradually becoming that way again as business owners overcome their love affair with the Internet.

The Internet will always be a business tool, and a very powerful one, but it needs to be kept in perspective. Business is primarily about earning money to enjoy life more, it's about improving quality of life – now and for the future, but fundamentally it's about people, and that's most rewarding offline.

Your business card

Business cards are the oldest form of personal advertising and probably the most powerful. Use your cards correctly, don't hand them out to people without getting their contact information first.

Business cards are also great for posting on bulletin boards, especially in high traffic areas. They can also be left anywhere that you think people will pick it up, but try to be selective.

Whole articles have been written about the design of business cards, but to start with make sure that your name and contact information is on the front of the card, and that you're easily contactable. Don't make it difficult for people to reach you.

Always use the back of your business card by placing a power question that will remind the person who you are; some people will keep your card for months.

Signs on your vehicle

Putting signs on your vehicle gives you free mobile advertising. You can use magnetic signs on the doors, and/or one line signs in the back window that can be easily read by the driver behind you. Are they effective, you bet they are, some companies will pay drivers to place advertising on their vehicle.

Communicating with other businesses

When you're communicating with other businesses, like paying bills for example, don't forget to enclose something about your business; a short letter and a business card will do. This advertising method is easily overlooked, but think of it this way, your letter will be opened by someone who might not be entirely happy with their job, and they could be looking for a way to build a business of their own.

Email signature

Your signature is a powerful way of getting your business message over where blatant advertising is not appreciated or appropriate; make it a short sharp advertising headline leading to your business URL.

Classified advertising

Classified advertising in your local paper can be very effective; the same rules apply as in online classified advertising, so keep the emphasis on getting readers to contact you.

It's worth enquiring if your local paper is part of a larger group that will offer better rates for advertising in several areas.

Memory jogger – Your ‘who do you know’ list

People you know often referred to as your warm list. So many companies suggest making a list of all the people you know, breaking it down into ‘how well you know them’ groups, and then marketing to them. This one advisory has probably resulted in more people failing in network marketing than any other.

There is no doubt that your ‘warm market’ is worth its weight in gold - if used correctly, after all these are people you know to some degree.

The most common mistake is assuming that all of these people feel the same as you about owning their own home business. It’s never going to happen.

The way to approach your warm market is to be sociable, find out their needs, find out if there is a way your business can help them, and the best way to learn how to do that is from Michael Oliver at <http://www.naturalselling.com>. Once you know how you can help, you’ll be able to recommend your home business to them.

Referral marketing

A referral is someone who was referred by another person to contact you; it could be because you asked for the referral, or because someone you know is trying to help you.

Referral marketing is a most under-rated method of marketing and yet one of the most powerful. Many marketers rely totally on this method because it gives them a continuous stream of new warm contacts.

It’s so simple to use; each time you’ve spoken to someone who is not interested in your business, and there will be plenty of those, ask them if they know of anyone who might be interested. Try to get 2 or 3 three referrals (leads), and if possible get some background information and the referrer's consent to mention them by name. It’s important and polite to thank a referrer when one of their referrals joins you in business.

Being creative

The bottom line is that you need to speak to as many people as possible, and how to do that is entirely up to you, providing your methods are legal, (for example mail box flyers are illegal in the USA), acceptable, (how would you feel if you were on the receiving end of the contact method), it works, and most important of all, stay within your budget!

In conclusion

Your own home based business is an achievable reality if you are willing to work for it. Working for it means treating your business as a business, not a spare time hobby. Schedule definite times as if it was a part time job, which is what it is. Only by taking action and giving your business energy will it succeed, and don't expect it to happen overnight, give it at least a year.

This is YOUR business; don't expect someone else to build it for you. Remember what you read earlier, you will be challenged daily, and only your WHY will see you through. "When the going gets tough, the tough get going"

Like it is in nature, only the strong will survive, but –

**YOU CAN BE ONE OF THE 7 IN 100 WHO WILL BE
SUCCESSFUL IN BUSINESS
IF THAT'S WHAT YOU REALLY WANT**

This e-book system has helped you with:

- The Ultimate secret
- the importance of having your 'WHY'
- Long term highly successful companies to work with
- Basic online marketing methods

- Basic offline marketing methods
- A powerful viral method of marketing
- Finding people to communicate with
- But above all the means to get going – so – go get ‘em

Graham's Way[©]

Obtaining your own branded version of GrahamsWay[©] e-book

The power of viral marketing is undisputed, it's the 'jungle drums' of marketing, so getting your own branded version of **GrahamsWay[©] e-book system** is a priority.

Remember, people cannot be duplicated but a system can, and all the previous pages are a system that can be duplicated by almost everyone, and therein lies the power, T.E.A.M power, Together Everyone Achieves More.

We are helping our own team grow, and we're helping our upline grow – which spills down to us, and all of the programs you've joined thrive on T.E.A.M power.

Re-branding GrahamsWay[©] e-book system with your name and affiliate ID for: [wwKiosk](#) – [Empowerism](#) – [PageSwirl](#) – [Direct Matches](#) and [AdlandPro](#), is a sure way to use the powerful Internet technique of Viral marketing.

Your own version of **GrahamsWay[©] e-book system** is only a one time payment of US\$29 and entitles you to free updates to **GrahamsWay[©]**, and the html code for the 'squeezepage' that will be hosted on your own domain.

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