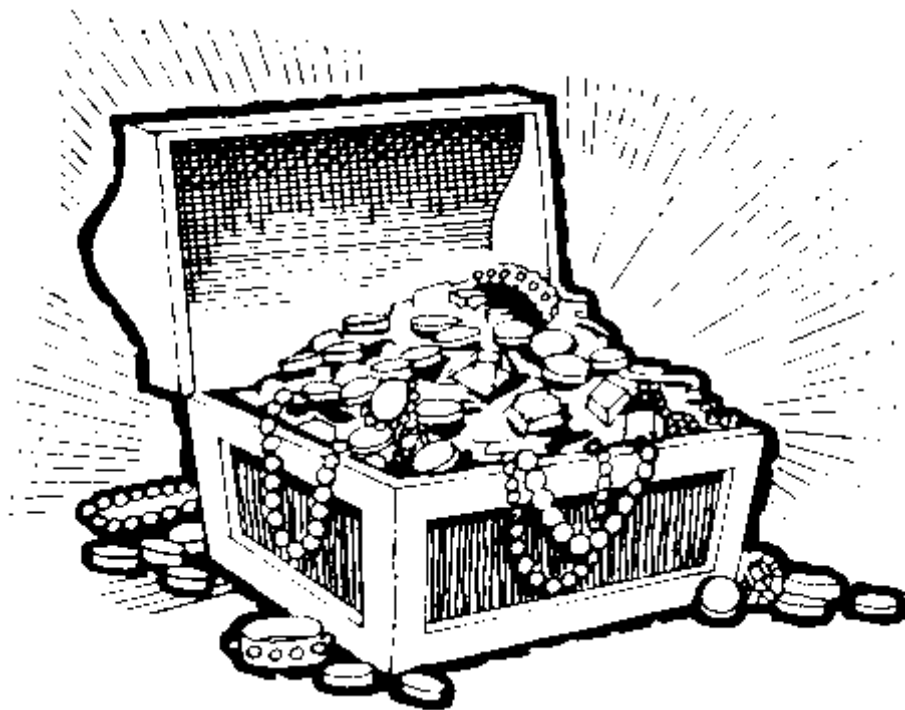


BEHIND THE SCENES

What's So Difficult About Earning Money



**THOSE WHO LEAD EARN OR ARE PAID MORE
- A FACT OF LIFE ALL EXCEPTS -
WHY THEN CANNOT THIS APPLY TO YOU**

Only a few hours before taking up my pen, can I say before writing this Behind the Scenes, edition of this my third booklet in it's series for go-getters, I read a copy of the original, not myself having done so now for more than twenty years.

My surprise was how all that really dated the little book was more or less, as with so many other publications the figures of money mentioned, which since has increased drastically. After this all that shows any age to it, is the mention of black and white TV sets.

“What’s So Difficult”

This shortened term for this title which we applied to it in my office, was always my favourite of this 1980’s series of the little self-help library, when as now read again for the first time in twenty years ... I have to say, it still is. If this is also the same for you then let me hope you will keep the flag of true independence alive and well, because it is indeed a most necessary course, for civilisation as we know it.

Sure this little publication suffers from the curse of inflation but then so does every other book, written that mentions money in specific figures. This in fact happens to many price lists printed within the last few years, sometimes even sooner than that. Never mind the more than two decades since ‘What’s So Difficult’ was hot off the press. As an example, I dare not tell you what the price for one ounce of gold was back then! Or indeed how much was anything else if it comes to that.

Many reading it today, I guess would smile at the stories of the black and white television sets contained within its pages. Yet in that particular instance whilst the product is out of date, the business idea itself is not. My youngest

son and I have applied it to laptop computers, within this same year of writing this update. Probability this thought pattern will adapt to all kinds of as yet unknown items, as indeed laptops were when the first release of this truly terrific self help book title took place, all those years ago.

This fine set of ideas for the by now self-employed, to me at least were the natural follow on to it's predecessor Cash Money, therefore my thoughts were that all those who had obtained the earlier title would naturally want this one also. For me one step on the ladder of success is fine but I don't want to get fixed to it when more steps upwards are so very easy, also far more rewarding.

The prime directive for this way of thinking, not just only through all the titles of this Behind the Scenes series but also the many articles, papers, together with sound and vision recordings, is now only a small section of the full organisation under the banner of

Knoll House Interforum
- The Home Of Personal Wealth Creation -

The handbook to personal success we certainly may call it

“The Magic Circles”



The work of this writer now ... as with everything else worthwhile has expanded from the written word all the way through sound and vision recordings to the screen of the modern age right before you. What has not changed nor will it ever is the principal of the individual who by there own volition wants to improve their lifestyle, wants to become a better person in terms associated with the gaining of personal wealth.

Let us then a piece at a time look back over these years, since the first edition, knowing the next number of years will also bring their changes, some of which we may possibly be ready for, others at this point we certainly will not.

My number one goal since I first understood what indeed such a thing was, long before the time of my writings, was my house, my home, my Greengate Knoll. All my other aims, or ambitions, to this one came in second place to

this. Including all the motor cars, another of what now is seen as my achievements. Let it be clearly understood all this I say is simply because you could do the same or indeed better if you know how. The trick, if there is one in anything is simply the knowing 'how'.

Necessity they say is the mother of invention, in my case all my dreams had a price ticket on them, which made everything so very much simpler, all I had to do was earn the money required. Mostly average people don't do this because they don't want to, in which case without exception they say can't, which also is true because once you know you are beaten then indeed you are.

See my article

[“Old Adages”](#)

The first example featured in the original book was the man working as a furniture upholster, this a true story but the thinking behind it should have come over as the real message. Some though never see the example, they see

as though with blinkers on, only taking in the basic storyline, not then as intended applying it to other items.

This lovely man continued to phone me when he did not have much work in hand for almost thirty years. All I did was to buy in the work for him, then sell it out again, after he had completed the physical work.

The example could have been anything else, people want work, give it to them. A friend of mine, who is by profession a dentist, could not sell a rare collectors car because it was filthy inside and out. He became totally disillusioned with the whole proposition, so I said I would take it over, paying him his asking price and no more when sold.

I delegated this job through the winter months to my gardener handyman, who cleaned it inside and out, no mean feat it had been unloved for many years. Painted the underside, cleaned all the bright work, all took several months. It sold to a specialist for a top figure, after paying my dentist friend his price, the amount still held by me. To put this in simple terms it would pay the man who did the job taking a few months, my handy man his wage for more than the next two years.

Now of course you are going to tell me you have not got a gardener handyman. Stay on track with my lessons you could have sooner than you may think.

This same process the handyman and I did every winter for over twenty years. Not all the vehicles were this profitable though, sadly. Nevertheless his winter work paid him all year round happy in the knowledge that he had got a job.

Move on

It's the principle that counts, the word 'resourceful' that's what this title is all about, which is why I chose it in the first place. When I wrote the original story, to me it was obvious then, now even more so, yet it would appear to be more a mystery to some as time goes by.

["Magic Circles"](#) I dedicated to Raymond E'tere, a true exponent of the self earnings art, he would many times simply think of an item, put an advert into the 'wanted' section of a paper or magazine, sit back and wait for the phone to ring.

This he started to do with relatively common place items; this over time became properties and even far more. Some of his adverts were quite comical, these he said were the best, by which he meant not only the most fun but also lead on to bigger things.

To him always his best ad was one he placed in a very up market London Sunday newspaper that read ... the yachts gone and the private jet, the mansion is about to be repossessed, what can I sell you ... some of the replies he picked up with this joke printed as an advertisement lead to contacts throughout Europe for him, lasting all his life.

The famous publication "Exchange & Mart" was tailor made for Ray and his generation ... how sad is it they are both no longer with us. Magazines of its kind actually created more traders and the people who became such, who used this publication first issued well over a century ago. For many of the small business people of my youth sadly most of whom are all gone now, this weekly journal was their bible.

Life go's on

The demise of the small business persons, not just in our land but worldwide, who today are awarded that terrible French title entrepreneur which not one of my, can I say, contemporaries would ever have called themselves, has left a big gap ... I mean, a really big hole in the pecking order, that looked at correctly adds up once again to opportunity.

So that for those prepared to take up the gauntlet, the sun is indeed shining. It is said that as one door closes another opens, for you that door can be by becoming a corporal rather than a private. Nobody is asking you to become an officer at this time, just one step at a time will conquer the longest journey; you can set the distance and the pace.

I Don't Believe It!

There are so very many of those among us that are so deeply involved in remaining average it defies belief. This to the extent I for one will never understand these types of people and no doubt in turn, the same will be true of them for the likes of me. I firmly believe that anyone can

become that which they really set their sites upon. We teach our children and re-educate older people but yet we don't show them how to dream other than writing notes for Santa. Yet we encourage them to write wills.

See my eBook

[“Do You Believe in Santa Claus”](#)



One of the stories contained in this original Behind the Scenes title was about Brian, the French polisher, who moaned all day long about his boss.

To recap a little of the story and bring it up to date, the owner of 'The Business' only had, one man, Brian working for him, he charged the customers exactly three times what he paid to 'his' man. All of this coming to my attention as acres of this specialised work was done in my western saloon. This can now be seen in detail as part of our streaming video entitled [“Where Wealth Comes From”](#) in the growing list of streaming videos to be found on our video page, this one is numbered eleven.

I spent many hours trying to explain to Brian, as he moaned his lot that the difference working at the same job, as someone's employee instead what being self employed could mean to him ... quite literally doing nothing different to what he was doing presently, other than advertising for work and keeping books. Yet charging three times more than his present income, by the hour, or week, no matter how he should choose to look at it; my words fell on deaf ears, as so very often is the case with anyone completely immersed in that all time human cage of self making called security.

Brian therefore continued working for his boss, doing occasional work for me and others on the side for the next ten years, still all the time cursing his boss. Until the unthinkable happened this business owner decided to retire and close the business. At this point Brian thought it was the end of the world, not to worry though his boss had the perfect solution. He would sell the business to him as a going concern!

Now silly is one thing but this gets even more so, not only does Brian give over most of his savings to buy the 'business' but there is also stage payments to be made for a further two years.

He did however get the old shop 'van' in the deal with the name of the company on it, in other words the name of his now previous boss, who had traded under his own name for twenty and more years. Most of these with Brian on the tools as we say, whist his boss advertised etc, finding the work. His take home pay, the owner that is, being exactly double for much less work. Take your time, work it out.

Brian now became, somewhat reluctantly, after all as he saw it what other choice was there but to become the 'owner' of the enterprise. This of course trebled his previous income as I had tried to show him so many years earlier. Life now was good which called for expansion as he now saw it.

Therefore as a gesture to his good fortune he will replace the shop van and his old banger car at the same time. Sense says a brand new estate car would be the best proposition, under the circumstances.

This sense then said to him, why have the old firms' name that of his now previous boss, on the brand shiny new car, where upon Brian had his own name and details put on it professionally by a sign writer. When later I asked him

why he bought the business, rather than starting his own, his answer was ... well vague.

These stories you must bear in mind are examples, they are what happened to me with these people and their trades. The same would be the case with so very many more different working patterns together with their operators. In other words don't go looking simply for French polishers or upholsterers. What works is finding first a craftsman, and then further work that they will not put themselves about to find themselves. In that vein the same is true of none skilled people who seek only a little money in simple exchange for their time.

See my article

[“Time and Tide”](#)

When you locate your people their wants, their trade or capabilities it will then dictate the product or service you will offer to that splendid body of people known as the retail public.

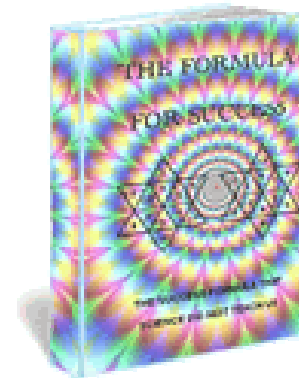
The Bigger Picture

This when seen in detail is buying and reselling but the product is time, we all have different rates we put on this especially those who chose to work by the hour. As in fact there are only 168 of them in the period known as a week, this is far to limiting for the capability of earnings for me, or my well established students.

Therefore the point of importance here being on the one hand your people but far more, on the other hand will be your ability to think of how to put them to the best use for the maximum effects for both of you.

See my exceptional eBook

[“The Formula for Success”](#)



As a sample, because I used the thinking system, which should be possibly be better described for some as magic, then so very much more becomes quite normal.

With my French polisher just one example was I bought old unwanted Edwardian dressing tables which with some small alteration plus re-polishing became lounge desks. The outcome was splendid the profit even better, by turning the unwanted in to desirable all were happy. My part of this venture returned five pounds for every one pound I put out. There's nothing difficult about earning money when you study in my classes.

***“It's all in the mind
ya know”***

Quote the late great
Spike Milligan.



The thinking all through life, more all through business life being so very important that education is essential, or in other words there is those who learn and prosper, while those looking for something for nothing, will still be looking. The rest of us who have learnt to know better, go out to find the fortune we seek. It in fact is all done so very easily when you know, or have learnt how.

One of my younger pupils as this 'update' is written, using only laptop and phone makes money simply placing cleaners, both home and office on a daily basis all-round his town. He like many others only had to advertise in the early days as he found good service as a tendency to be self perpetuating.

Self Financing

For many the problem, of considering self employment, or business opportunities, is how much money it will take to start up in business. This so very often is seen as the number one, or greatest difficulty. What is seen as high risk does not have to be a problem for the single individual starting out. All my ventures call for the people who can start with their own small capital and build up to whatever heights they can visualise or are comfortable with.

My concern is the profit margins, low over heads and high returns always being the order of my day, in fact all my plans are built on this main theme. Leave the white elephants to play with pennies for profits, the name of the game in any one of my self employed ballparks, is money in my pockets, or when your ready ... your pockets and not the silly banks or any other greedy money lenders.

See my eBook

[“The 21 Steps to Become a Millionaire”](#)

You yourself may not want to be so well off, few actually do, nevertheless, the principal is the same. Providing you can tell me just how well off you want to be, I can show you how to do exactly that. Mostly I find my biggest problem today is showing my students how to believe in themselves, when they do ... or should I say if you do, all grow in stature, I have not had any failures, some have of course done better than others. This then so obviously is the name of the game.

New Beginnings

In the early days of this self employment it is not always so easy to see yourself going from strength to strength, I know this, I have been there myself. So then what is the secret you may ask, again it is not a secret but so very obvious. *Those who learn more earn more*; in each and every single instance my best students are those who kept in touch with me and the training programme. Obviously this now also is so much simpler with the advent of the

computer allowing Knoll House Interforum to guide you at the touch of a button, some may say a mouse.

Always you become known for what you do, the job handle as we may say is the next detail to your name on all kinds of official forms and documents. This also applies to many other of your interests; similarly this will become the case as you develop your activities in the world of your business. In the story told in the original book title, you may remember the TV engineer approached me, to create the arrangement that paid us both so very well.

You too can become known for what you do but not until you do it, whatever that may be. Some day's just getting up is not so easy but not so very long after you don't remember it was difficult. Whilst you may not at first think so, practically everything is more difficult to start but once it's moving, then it becomes quite easy to keep going, or if you prefer, to keep it continuing moving along.

In the original nineteen eighty's publication of my book "What's So Difficult About Earning Money" I included two rather complex stories of how my adventures, as indeed some of my students have called them, included buying buildings, also a major property within the location of the

town centre. Using its own self generated money, to do so.

This of course I now know was way too much for its time; adding to this that whilst I am a lot older now, plus dare I say even a little wiser, these inclusions were certainly a bridge too far, as you may say. Quite definitely the history; the detailed study of those transactions are for far more advanced students, than just any small book can ever serve. Requiring far more detail and one to one personal involvement.

Horses for Courses

This factor of my written work in the field of teaching my business plans to others was first observed and commented upon by [Fred Roberts](#). Who first wrote to me to learn more than was simply in print, asking for personal instruction regarding the opportunity presented to him by my written work. This as he pointed out would allow him to ask questions and therefore reach a better understanding of the proposition. Many things resulted as a consequence of his letter, not least of which lead to a long personal friendship.

The Learning Curve

We each of us learn many things by becoming involved with something, or somebody; simply the involvement with anybody or anything dictates this, for me this was shown, or if you prefer, demonstrated to me by Fred who should be thanked by all my students as it was his letter that brought about a whole series of classes and related seminars to the books.



Expertise in any subject you may care to name comes by involvement, by looking further in to something and most importantly of all by becoming involved. You can become smart or you can become stupid,

better off or worse off, even you can become wealthy. It's all a matter of choice... your choice. Not luck but work, it can be nice work if you train for it or study but you have it within you to be who you want to be. Nevertheless a little help along the way is always advisable.

Most of all ... remember that to become a successful person, first and foremost you must learn to become a resourceful individual, membership of the forum is a tremendous help in this as indeed any constant exposure to the correct form of education must be.

The idea ... the business opportunity you now have firmly in your grasp, from the previous pages. As to how serious you are in its regard, will in all instances be dictated by your needs, dreams and of course your goals. Those registered on the website, which have viewed the details of the three hour afternoon personal class, can elect this programme, or indeed any other of my listed - one on one, tuition titles as their special course. Let me say that I believe all people are aware they can train for a new job, or a different line of work ... yet few appreciate that the creation of personal wealth comes under exactly that same heading. Best or most easily termed as ... education.

“No one becomes perfect, but some become great”

This being simply where schooling let so many down by not illustrating what by instruction a person can become or achieve for themselves as a result of being shown “how”

most especially by someone who has done so themselves.

Dedication

The original first edition of this title carried the first of what later became one of many dedications to a very dear departed friend. Harold Glazier, the very best sales man I ever knew personally. He probably above all the well motivated individuals I have ever known ... if he were still with us today would support totally the aims and goals of

Knoll House Interforum

So now once more we give you Harold Glazier, of Cheadle in Cheshire, gone but not forgotten his by words, deeds and actions was very defiantly “resourceful” to such an extent he could have invented the term.

This the “Behind the Scenes” series continues with the highest figure earning business opportunity I personally ever conducted over the longest period of time.

**EARN YOUR FORTUNE
SELLING THE
GOODS OF OTHERS**

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