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A TRUE LIFE STORY MIXED WITH LOVE, CORRUPTION, FAILURE, DEPRESSION, SECRETS & PATH TO ENTREPRENEUR SUCCESS

**** Most Shocking & Inspirational Book You Will Ever Read ****

HEALTH | WEALTH | RELATIONSHIPS | ENTREPRENEUR SUCCESS

THE LIFE LONG STORY OF: E D **MERCER**

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Through this book you will take a journey, a journey of the mind. And eventually leading you toward the life you and/or your family were meant to live. The intent of this book is to show you the path to YOUR personal greatness and also for your generations to come. Your goal should be to make so much money in your lifetime that the grandkids of your grandkids benefit from your work while you lived here on earth. Keep this safe as you will want to pass it down to your children so they can pass it down to their children and to their children to keep the circulation of these secrets throughout your family bloodline.

Wake Up the Hero in You

*"In this book, you will learn about a young boy who didn't play by the rules and didn't know his name.
He was swimming in the ocean just waiting to be found.
His life's journey is revealed.*

*A life story mixed with LOVE, CORRUPTION, FAILURE, DEPRESSION, SECRETS and SUCCESS.
As a man he lost everything that he worked so hard to get, came back and now
The World Knows His Name yet he still doesn't play by the rules of the game."*

INTRODUCTION

Ed Mercer was raised in a small town outside of Toledo, Ohio (Perrysburg Heights), a place where many children never made it to the other side of the tracks.

His father was born in Toledo, Ohio and had a rough life growing up with a mother who was drug addict and didn't take well care of her children.



His father divorced her after confronting her about her drug use and spending all of his hard working dollars. When he came around the corner, she smacked him in the face with a cast iron pan and knocked his teeth out.

By the time Ed Mercer's father was a teenager he and his siblings were in/out of children's homes and became a victim of their mother's neglect and the system. Ed's father (being the oldest) made it out of the system and then helped his siblings get to take care of them.

In 1967, Ed Mercer's father met a woman who would become his wife and mother to his 1st daughter who was born while his parents lived in a small apartment in Maumee, Ohio. Thirteen months later Ed Mercer was born. The apartment was too small which drove his father into buying a house in an area that was not conducive to anyone's success. In community filled with drugs, violence, rapist and murders, Ed's childhood was a constant battle of survival.

It was through a series of experiences that has molded him today.

CHAPTER 1: THE BEGINNING

As a young boy Ed's life was far from who he is today. Living in a neighborhood of drugs, crime, rapist violence, murders, arsonist and fighting his life was about survival more than anything all while being judged because of where he lived, the clothes he wore, his looks and how he spoke.



His closest friend at 5 years of age was his Grandfather (his father's father). While Ed's dad was always working and coming home to sleep on the couch every night, he could not give his son the attention that he needed. His grandfather came to live with the family in his early 40's. He was a wonderful man and treated Ed and his older sister like gold (Ed's brother wasn't born yet and his younger sister was only a couple years old). His grandfather would spoil him, do things to make Ed laugh all time and bought him his first bike. Within a year his grandfather got sick and eventually a hospital bed was wheeled into the living room where his grandfather lived out the last days of his life. In that short period of time, Ed lost a wonderful man that he loved. His grandfather passed away at 46 years old before Ed had even turned seven years old.



In a cruel world where people looked down on him, having friends was extremely difficult and his childhood life was more about fighting and survival than anything else. People thought it was funny to have their pack of boxer's chase him down the road as he peddled his bike through the neighborhood, shot him with bb gun's, pellet guns and started fight's with him. On two occasions he was attacked with a knife, but never told his parents because he didn't want them to worry as they had enough problems of their own and Ed didn't want to cause more problems with those who already disliked him. Ed went into martial arts to protect himself to have some assurance that he would live from one day to the next and had to develop discipline with his new found abilities

At one point, Ed took someone to an inch of their life when he was 14 years old while protecting his cousin and older sister at a teen night club just on the outskirts of Perrysburg Heights. His cousin had her birthday party at the teen club at a table with cake, balloons and presents. Shortly after being at the club a person from the past (who had left for a couple years) was back, the same individual who wanted to fight Ed on a daily basis. As he walked by the table, he popped the balloons and knocked the gift off the tables.

Ed became furious and walked into the backroom where this asshole hung out with his friends, cousins and Uncle. Now at this point, Ed had been working out on a regular basis so he could reshape the body around his thin tall frame so he would look better, feel better and take care of himself when needed. As Ed walked into the backroom and approached the person, the kid looked at Ed, looked at his arms, squeezed his bicep and said "So Mercer...You think you can kick my ass now?" With the rage Ed had inside of him and the confidence he had built in himself from working out, he knew that he could take this guy and said.... "You are damn right I can!" a couple throws were made back and forth until Ed did a claw hand throw to his throat.

Immediately, the kid dropped to the ground and barely able to breath. As the person laid their on the floor gasping for his last breath from a blow to the esophagus, Ed quickly learned that he needed to develop discipline and to only use what he now knew when it was only "absolutely necessary."

Life was a constant battle even at school. People who lived in the city of Perrysburg and people who lived in the heights all went to the same school. The things occurred on the back of the bus are things that caused Ed to grow up fairly quickly (fighting, drinking alcohol, smoking weed and having sex).

When he wasn't being harassed on the bus ride to/from school, it was the people in the city who judged him because of where he lived, the clothes he wore and the way he spoke. It was a lonely and dangerous life for a small child. He attempted to make friends in elementary school, but the other children said..... don't talk to him, don't play with him, he is weird. He is from the heights.

Wanting so badly to have friendships, he did what he could to get other kids to like him and accept him. Everything he did just made matters worse. Classmates told him, unless your middle name has an "O" in it, you cannot play with us so he made up a new middle name to be accepted. However, they knew better and even if they didn't, there is no way Ed would be allowed to come into their circle of friendship. Bottom line, he was a lonely child, had no real friends and had to play on his own for recess.

By the time Ed was 12 years old, he wanted more in life. He started working at a trailer park nearby building raised flower beds for \$1.50 per hour just so he could buy a new shirt, buy a new pair of pants, new shoes, a nice haircut, get rid of the coke-bottle glasses that we wore so he could feel better, have some self-esteem and be accepted in a community that continued to beat him down.

During this same period as Ed was trying to change his own life, his father lost his job that barely took care of him, his mother, his two sisters and his younger brother. The most his father made was around \$25,000 per year. His father's mind became diseased resulting from depression, heavy drinking, perpetual fighting with Ed's mother and his health was declining. After his father lost his job, things got worse. At one point he even had to borrow money from his son for food. When things became progressively worse his father sat the entire family down on the couch and swallowed a bottle of pills in front of them and then threatened to shoot all of them with his gun.

All odds were against that young boy from Perrysburg Heights. The fact that you are reading this story today is nothing short of amazing.

Ed's mother was his closest supporter. She saw something in him that others didn't which made him feel special, always talked him up to people and constantly talked about how proud she was of him.

He surprised her at her 70th birthday party by dressing up like Elvis and singing to her.



You can watch the video on Facebook at:

<https://www.facebook.com/ed.mercer.56/videos/10213856562383087/>

She always said he had the Elvis lip growing up but it wasn't the Elvis lip at all. It was Ed being a badass because he had to around the people he grew up with.



What she never knew was the secret life he was living when growing up and away from the house. What she didn't know was the two people he managed to hang around would drive under age, get into fights, take money from video games at the bowling alley, steal fishing reels from stores, carried off a newspaper machine from the gas station at night to take the money and even started a fire at the pond near that house that burned down nearly half the woods. Ed's life was going down a path of destruction.

CHAPTER 2: THE MENTAL TRANSITION

Despite the world Ed lived in, his mental faculties allowed him to see a different life for himself. Through all the challenges, the adversity and all the people who made him feel bad because of where he lived, the clothes he wore, his looks and the way he spoke, he continued to look up to the parents who lived in the city because they had so much more. At the time, he thought everyone who lived in the city were happy, wealthy and lived a really great life. This is what he wanted for his life and what he wanted for his future wife and children whoever they may be.

Rather than allowing circumstances to dictate who he would become, he had this inclination that he could Be, Do and Have anything he wanted in life. Where he connected with this thought process was anyone's guess, but Ed could feel it inside him and knew that he was here for a much larger purpose. He had this constant thought that "if you fight for what is right, you can change the world" This wasn't the level of thinking of people around him and it wasn't the level of thinking of his parents or any of his relatives. It was a thought process that he developed all on his own because he saw others that had more than him and one day decided that he would have that too.

Even through his thinking and his feelings to have a different life, there was a constant battle within that he dealt with. Although his mother was his greatest supporter, others around him said he would never succeed. They said.... *"people like you don't do that! People like you don't get to come to this side of the tracks. You will always be the kid who lives in Perrysburg Heights."*

Ed was a young boy who didn't know his name. He didn't play by the rules of the game and when he started making changes in his appearance, changing the way that he spoke and changing the way he showed up in the world, people would ask.... *"Why are you changing everything about yourself? Why are you trying to be something you are not?"*

Ed was just a minnow in a huge ocean waiting to be found, waiting for people to accept him, waiting to figure out who he was, waiting to figure who he would become. This battle between his mind of what he wanted and listening to these people who continually beat him down was one of the most challenging times of his life, but only fueled his desire that much more. The only person that made him feel capable of more was his mother. His father may have thought it, but never told him or encouraged him the way his mother did.

During Ed's teenage years, he didn't care about school. All he cared about was making money so that he could have more than what he was having. He wanted SUCCESS!

While developing this vision for his life Ed worked at McDonalds at the age of 15 years old (like most young kids) and worked from 3:30 to 9pm every night and on the weekends. He was focused and didn't care much about doing anything else. His grades were at best average in school because he didn't really apply himself and did the minimum of what it took to get through each school year. By the time he was

headed into his senior year of high school he was asked to be a Manager trainee, but denied the offer because he felt the time was not right.

Five months into his senior year of high school, Ed's father died at the early age of 38 years old on January 15th 1989 because of all the financial stress, doubt and worry that existed in his life. Before his father died, Ed made a promise to him that he would change the MOLD of the MERCER name and that he would always pursue making other people's lives better. Five days before this Ed's favorite Uncle (his father's younger brother-photo below) took his own life by hanging himself due to all of the stress and pressures that he was experiencing in life (another devastating blow to Ed's emotional well-being.)



Now Ed, as a young man entering adulthood with no guidance, no male figure to learn from and lean on. Ed had to become his own guidance system.

Ed Made his way into adulthood the best way he could figure out. He was the oldest male in the family and the most of the others males in the family were not role models that anyone would want to follow. They didn't have the first clue about changing their life, about how to change the Mercer name, the Mercer mold and to create a legacy that would positively impact generations to come.

Ed graduated from High School on June 6th of 1989. He always had this itch of "what's next?" Where do I go from here? It seemed like an ever evolving question that always stayed at the forefront of his mind.

Ed wanted to attend college because he thought that was the path to living a really great life, a life of happiness and life of success. Scholarships for Ed were non-existent because he didn't give much attention to school and his mother didn't have enough money to send him. He thought to himself... "How am I going to pull this off?"

Not a single person in his family ever attended college, his older sister dropped out of High School when they ended up in the same 9th grade class together and he had no friends who were even considering it. There was not a single person he could draw on for knowledge or experience of what it would take to get into college and earn a degree. All Ed knew is that he had to find a way, he had to do it and it was going to be up to him to create not just a different outcome for himself but for his future wife and future children.

During that summer after high school, Ed prepared for what was about to shape his entire life. A decision that he knew had to be made, a decision that he was so certain of. He made the decision to.....

CHAPTER 3: DECISIONS AND EXPERIENCES THAT SHAPED HIS LIFE

Ed decided to become a United States Marine and use the G.I Bill to cover his tuition, which started an amazing journey of his life.



On August 1st of 1989, Ed left for the Marine Corps to San Diego California for basic training at the Marine Corps Recruit Depot.

To this day Ed says *"This was the best decision of my entire life!"*

Becoming a U.S. Marine gave him the confidence, discipline and leadership to direct the rest of his life, to take complete control by deciding who he was, who he wanted to become and FINALLY for the first time in his life....

KNOWING HIS NAME!

Ed returned to Toledo, Ohio from Marine Corps Basic Training & Advanced Infantry Training in January of 1990 and was home for just 9 months when across the pump at a gas station (while filling his 1970 SS Chevelle with gas), an announcement came over the radio that all 1st Battalion 24th Marines were to immediately report to their duty station at 1900 hours that night.

Just when everything was going well for Ed's life, the Gulf War "Desert Storm" began and he was shipped off to California with his unit for outbound processing in preparation for infiltrating Kuwait as a 50 caliber machine gunner on the top of hummer and from helicopters while serving in Heavy Weapons Platoon of the 4th Marine Division.



Another MAJOR turning point in his life!

The ground offensive lasted for less than 100 hours due to all the air strikes that preceded the infiltration, resulting in Ed's assignment to Subic Bay Olongapo in the Philippine Islands.

Within two weeks, one of the world's largest catastrophe occurred during his assignment (the second largest volcanic eruption of the century). Mount Pinatubo eruption occurred on June 15th of 1991, just 20 miles of where Ed was stationed. The eruption produced high speed avalanches of hot ash and gas, giant mudflows and a cloud of volcanic ash that filled the sky hundreds of mile across and destroyed one of the most densely populated areas. The ash was so thick that sunlight did not exist for at least 72 hours and split the jet stream around the world causing significant and odd changes of weather everywhere.

During this time period, 1st Battalion 24th Marines served as the humanitarian battalion as the recovery unit of thousands of lives and guarding of school housing areas, Ed was shot at on a number of occasions and the locating/recovery of human lives taken from this devastation was one of the most impactful times that another human being can endure. The odor of decaying human life and the site of such a huge loss of life is something that a person will never forget. The devastation from the volcanic eruption was at cause for the declaration of United States to cease the use of the Marine Corps Base Subic Bay.



Upon completing the mission in the Philippine Islands, the unit was transferred to Okinawa Japan where Ed encountered another significant tragedy. In July of 1991 Typhoon Caitlin (known as Typhoon Ising in the Philippines) which turned into an extratropical cyclone in the Sea of Japan contributing to a major drought relief mission in Okinawa. Reservoir levels in Okinawa rose over 80% of its capacity, lives were claimed by this immense storm, homes were evacuated, 5 million people were without power and 116 ships were damaged offshore.

There are many stories that Ed would like to share, but many of his missions were Top Secret, Classified and must remain in his mind and federal vault forever. There are many things that a man goes through and shares, but these things must not be said.

CHAPTER 4: ASK AND YOU SHALL RECEIVE

That 12 year old boy could see his future so clearly but didn't know how he would get there. All he knew is that if he continued to act on his desires and ask good questions that a way would be made. Questions such as:

- What is the next step?
- Who must I become?
- What can I do now to get ahead?
- How can I pull all this together?

It was asking "these type of questions" that allowed him to manifest his desires. What Ed learned early on is most people ask the wrong questions:

- Why do I not have more?
- Why do bad things keep happening to me?
- Why does like keep beating me down?
- Why does my life suck?

The questions we ask ourselves are either moving us ahead or causing us to fall behind. Nothing stays the same. We are either creating our life or subjecting ourselves to disempowering beliefs which determines our outcome. If we are thinking negative thoughts then that is what we attract (more negativity into our lives). If we are thinking positive thoughts and asking good questions then the answers so up. BUT, we have to increase our awareness, open ourselves up to receive so that we can filter, recognize and accept them when they show up in our lives. If we do not open our awareness, then we will always continue the life we are living.

Upon his return from deployment with the Marine Corps, there was a guy that came into his life who lived in the city of Perrysburg. Nobody from the city would give me the time of the day when I was young. Remember? They said...."Don't talk to him! He is that boy from the heights."

Well, this time was different. This time people respected that boy from the heights. This time they could see who he was and began to know his name. He met this girl and her father came up to him and said...."*I know who you are. I know where you are from. You owe it to yourself to make a life for yourself and I want to provide you with an opportunity. I am a Supervisor at the Nuclear Power Plant in Oak harbor and I want to give you an opportunity*"

Ed looked at him and said "*Thank you, I appreciate that but I don't know a neutron from a crouton! I didn't pay attention in high school and I do not have a college education.*" The man's reply was.... "*That doesn't matter. You owe this to yourself. If you like it, then great! If not, then that is up to you.*"

Ed decided to accept the job and when he arrived at the site, there was training classes he had to attend to get the job. There were 10, 15 and 20 years industry veterans in the classroom who would all take their smoke break every hour 10 minutes before the hour, talk and joke around in the halls, but Ed was different. He had a real shot here to change his life and could only focus on what he was learning. He took no breaks and embedded his head in the books to ensure the best possible chance of passing the test and scored with a 98%.

THEN, another obstacle occurred. He could not get security access into the plant because of a 5 year background investigation that occurs for nuclear power plant workers. Everyone he was in class with made it through training, security and was in the plant while he remained in the training building waiting for a security badge to get access into the protected area of the plant. Days went by before security came to him and said they were sorry but they may not be able to grant him unescorted access into a nuclear power facility.

During the background check, they discovered that bankruptcy was recorded on his credit report back in 1983. It should have been obvious that this was incorrect since Ed was only 13 years old at the time. Ed was a junior to his father. Having the exact name as his father, somehow his bankruptcy filing was recorded on the wrong credit report. After days of working with the credit bureau, Ed finally was granted with unescorted access.

Not only did he learn his job very well. But he also looked at everyone around him, the job they were doing and how it all tied into what he was doing. Because of this Ed created more value in himself and became more valuable to the Supervisors and Managers, which resulted in him getting promotion after promotion at a much faster pace then what many 20 year veterans had experienced. Now he was faced with people who were jealous, saying bad things about him and trying to hold him back.

The lesson that Ed learned is that no matter “who you are”, no matter what you do, no matter where you are at, if you are progressing there will always be naysayers. There will always be people who want to keep you down and there will always be people who do not want you to succeed. This typically happens because when people see you progressing through life, it is a reflection of themselves as they don’t understand why they are not getting ahead. So, it requires that these people do not deserve your attention and that you should not consider what negative people think or have a fear of starting something new or starting something that is unknown.

Applying these principles allowed Ed to achieve a Manager Position at a Nuclear Power Facility making \$160,000 at the age of 27 years old, which took him from Toledo Ohio to the State of Maine.



Ed was not a person who did much after work, but a co-worker kept asking him to go out for drinks. After many attempts, Ed finally agreed. While having a night on the town, this beautiful young lady came up to him near the end of the evening and said *"Hi, I don't remember meeting you before!"* as she gazed into his eyes with admiration and excitement. Ed was so taken up with her and thought to himself *"this beautiful woman is either really drunk and can't see straight, or I am the luckiest guy in the world to attract her to my life."* Bottom line is..... she did have a few drinks, but not so much that she couldn't see straight. What she saw was the man of her dreams, somebody that she had never seen that in where she was born and raised.

Ed felt like the luckiest guy on earth. They started dating and he took her back to Ohio to meet his family. Shortly after that they were engaged, got married in 1997 and in 1998 for their anniversary Ed purchased their first home together. That following July their amazing, talented and wonderful son was born and Ed was so excited to be the greatest father for his boy.

Ed had the world by the tale, a wonderful family, beautiful wife and children and more money than he required. He now had a father-in-law who was such an amazing man that he learned a lot from. They got along great and he was so pleased that Ed had married his daughter.

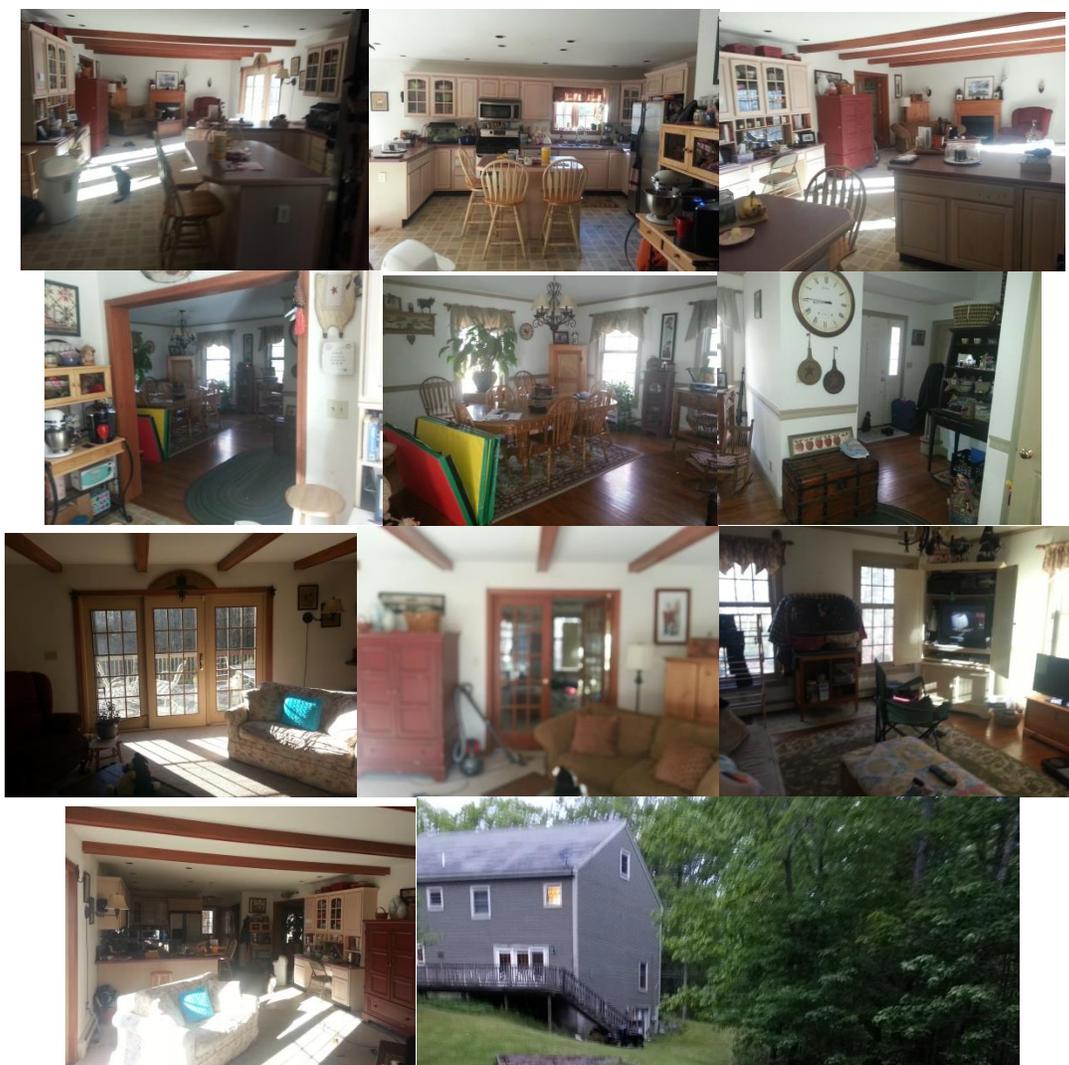
Unfortunately, another person that Ed loved had left his life. His wife's father was diagnosed with mesothelioma from working at an Iron Works where they built ships for the U.S. Navy. What turned out as a small spot on his left lung had turned into a 15 pound tumor just 9 months later! Surgical extraction removed the tumor but it wasn't a permanent solution and his life degraded rapidly. His last day here on earth he couldn't speak. All he could do was hold Ed's hand and looked into his eyes with a very clear message *"I don't want to go, but I know I will. I love you. Please take care of my family"* That was such a devastating day for everyone and Ed's son was now only a few years old. Just like Ed had gone through when he lost his grandfather when he was just 6 years old. His father-in-law never got to meet his very first granddaughter.

They tried so hard to have another child within a couple years apart from the birth of their son, but there were many miscarriages leading to the possibility that it wouldn't happen. Then magically in December of 2003, his beautiful wife announced that she was pregnant and their beautiful, talented and wonderful daughter was born in August of 2004. The day she was born Ed held her and sang the words *"There's two things I know for sure, YOU were sent here from heaven and YOU are daddy's little girl."* Ed stills sings this verse to her today.

Ed raised his children with the knowing that they could Be, Do and Have anything they desire in this world so long as they want it bad enough and are willing to do the work. The work we do on the inside is important and even more important than the work we do externally. Today March 18th 2019, their son is in his second year of college in the criminal forensics program after having straight "A's" through High School and landed himself in a college that is in the top 10 in the country for the program with the goal of becoming a CIA for FBI agent. Their daughter is an amazing gymnast and just won the "all around" competition of 10 school's comprising from teams across Maine and New Hampshire winning 1st place for the floor routine and bars and wining second place for beams with the goal of becoming a gymnast in the Olympics one day. They are both leading by example of what is possible for others.

During the pregnancy of their baby girl, Ed convinced his wife that they should build a bigger home for their family. After much contemplating, he built 4000 square foot home was built near the coast of Maine.





That vision of that 12 year old boy from Perrysburg Heights who people said he would never succeed, never make it to the other side of the tracks, the boy that people made fun of because of where he lived, the clothes he wore and the way he spoke was now living the life that he envisioned and gave his wife and kids much more than he had growing up..... A life that surpassed anyone that made him feel bad about himself. By the time end was 32 years old he had made his first million. Coming from a poor neighborhood and a father than only made \$25,000 per year. Ed had it all until his world fell apart!

So... be powerful in your life, develop a vision, purpose and power for what you want and go after it with all your heart, ambition and desire! Make what you do mean something!

Most importantly, do NOT allow anyone to convince you that you cannot Be, Do or Have anything that you desire. The moment that you realize that you are the creator of the outcome for your life, the moment that you realize there is cause and effect for everything that happens is the moment you realize that you can and will become the cause of the effect that you want to see in your life. The life you experience is not driven by circumstances if you choose not to allow it, ask good questions, seek evidence that you can have it and then take daily action to reach those goals.

CHAPTER 5: OVERCOMING CHALLENGES, OBSTACLES AND ADVERSITY

There will always be challenges, obstacles and adversity that will come up in our lives. That is a given, it WILL happen and there should not be any shame in that.

Things happen!

What matters is....

Who we choose to be in those circumstances, the decisions that we make and the actions we put in place to make the situation better.

At the end of 2005, Ed lost his job where he was earning \$130,000 to \$160,000 per year due to plant closure. Every day he went to work he was working himself out of a job. Without a formal education and not moving to another part of the country, the best paying job he would have received was a job earning \$40,000 per year without a college degree.

At the end of 2005, Ed went into fear and scarcity mode as he came to the difficult realization that he may not be able to take care of his family. His worst nightmare was coming and it was coming fast....

The fear of experiencing what his father went through when Ed was at the young age of 12 years old.

Ed searched and searched for the answers day and night and scoured the internet to the web's end looking for a way to keep his life from falling to the depths of where he didn't want to go. Ed loved his family so much that he couldn't take on a job working out of state for 8 to 9 months out of the year to keep things afloat. He did not want to be a part time father of a part time family. He loved his family so much that the thought of working away from them made him sick.

At this stage of his life, he had to find another way to live to make enough money and be home with his loving family. After much searching, he found a personal development home business company to work with. It was perfect because that is how he lived his entire life with the progression of a worthy goal based on desire and developing new internal beliefs. The first few months was a huge learning curve, but Ed was committed to figuring things out. He would log into the back office every day and see the same people's names with huge numbers on the leaderboard, people who were making as much as \$50,000 in a month and sometimes in a week. On occasion some would make around \$100,000 in a single month. At first Ed did not think this was real. That these numbers were only there to inspire him and keep him paying for the monthly membership fees.

A few months later, the company was having a 3 day event in Hawaii. Ed decided that he would find the money to attend this event. He had to figure out if what he was seeing was real so he borrowed \$5000.00 to pay for the event ticket. When he made it to Hawaii, he didn't have enough to pay for the hotel so Ed slept by the pool in the lawn chairs every night and washed up in the public bathrooms before everyone woke up for the event each day and had to hide his suitcase in places around the hotel so the workers would not find it.

After the 2nd day of the event, a couple came up to Ed and asked him *"Who are you? We've seen you sleeping by the pool and attending the event?"* Ed's response was *"And you didn't invite me into your room?"* The couple said, just tell us who you are. Like, what is your story? Ed then proceed and said, *"Look I am here to learn how to achieve success in this business. I have two young children and a wife to take care of. I just knew that I had to be here at this event!"* The couple was so in awe with Ed's dedication to his success that they felt compelled to have him.

Ed made it back home after the event and in less than 30 days, he produced 5 figure monthly incomes with a high of \$78,000 in a single month. A few months later the company asked him to speak on the company training calls to teach 1000's of other distributors in creating success, ask if he would speak at the next company events and won this award from the company founders.



He did it through a funnel. Ed was an introvert and didn't want to call people on the phone all day. What was amazing is that he made \$260,000 in his first year by using paid ads to place his presentation in front of people he never met and never talked to until after they joined his business.

After 3 years of success, one owner of the company left and the other owner made some poor decisions causing the company to decline and people's income drastically being reduced from 5 figures to 4 and then to "0" for several months in a row. The money dried up and adversity hit again with the financial strain causing a lot of stress.

Just before the money dried up, Ed had invested almost \$200,000 into SOLEIL pre-construction condominiums units 2206 and 2208 with ocean views and a 50,000 square foot amenities deck that

were to be constructed at 3050 Biscayne Boulevard in Miami Florida by a very well know developer that had constructed many building in New York City for decades. He was part of a private real estate group that allowed him to not close on the units but control them until all “like units” in the building sold, allowing him to build up equity and collect well over \$1 million when sold to an end user.



During this time, he also had credit cards with \$20,000 \$40,000 limits and a 401K with nearly \$60,000. In attempt to keep things afloat until the units sold and not work away from his family, he used the entire 401 and maxed out the credit cards.

Ed was now in massive debt!

Every couple months, he would fly to Miami and watch the cranes swing as they were constructing the building where his units would be located (right at the head of the causeway to South Beach).

During one of these trips to Miami, his wife received a phone call from the credit card company, which for the first time she had learned about the financial wreck that Ed created for his family. His desire and love to stay with his family is the one thing that devastated his marriage. Ed was living a life of secrets and lies to keep his wife from knowing of the financial situation that he created. He was NOT being a man of honesty and integrity! Shortly after that the construction of the building came to a screaming halt due to Hurricane Katrina. All the builders left Miami to restore New Orleans and he lost his investments and 80% of the investment money. His life was a wreck filled with guilt, despair and hatred for what he created.

At this point, Ed finally made the decision to travel out of state so he could take care of his family, and pay his debts which led him to working away from them for 8 to 9 months out of the year. He would sit in the hotel rooms at night with the walls closing in on him as he sent every penny he didn't require to live off home to ensure expenses were taken care of for his wife and kids. At one point He missed his weekly hotel payment and they locked him out of his room until it was paid for.

Life became so depressing! Ed would sit in the hotel rooms at night slipping away into depression while balling his eyes out wondering how and why his life came to this.

He wasn't asking good questions because the fear and depression set in causing him to not think right.

Ed message to the world now is....

When life becomes difficult, seek help, ask good questions and do not allow life's challenges to consume you. Communicate with the people you love and find a way to get out of what you are in.

Success leaves clues and they are all around us Just find someone who has what you want and do what they do. We just have to open our awareness and be open to receive them when they are placed in front of us. Ed's life was such a wreck that he wouldn't have even recognized the clues if they were sitting there at the end of his nose.

CHAPTER 6: RESPONSIBILITY

Our responsibility in life is to be the person we are supposed to be, to do the right thing even when things are bad, live our life with integrity and to be an example for others and own up to the decisions that we make.

Inside this chapter is the hardest moment of Ed's life that he ever went through!

For 9 years Ed lived with the pain for the mistake he made and this is his motivation for writing this book. To provide some healing for him and to help others understand the severity and consequences of our actions and to not make the same mistakes, to own up to our lives and not allow the demons within to tear us apart.

It was 2010.....

Ed was in his 2nd year of working away from his family with no foreseeable way to be a fulltime father to his children and full time husband to his beautiful wife. This tore him up inside! There just wasn't enough money to allow him to return home on a full time basis. The 401k was expended to pay the mortgage, pay bills and keep food on the table and when that wasn't enough the credit cards were used which racked up over \$60,000 in debt.

Slipping into depression and crying his eyes out in a hotel room nearly every night, it was not easy for him to go to work, but knew that he had to for the people who were back at home counting on him. It was like he was "just existing" in a world that was so unfamiliar to him. His heart was breaking every minute of every day as he so longed for reuniting with his wife and children.

After months of depression, feeling lost and miserable he continued to go in for his shift in a place he did not want to be, but he had to take responsibility for what he created. Every day was a chore just to get out of bed and every morning he awoke was another day of misery only to realize that is was going to be the same tomorrow, the next day, the day after that with no end in sight.

One day he went into work doing the same mundane activity and as he walked across the room, there was a few people sitting at a desk going through some documents. As Ed looked over, one of the people emerged from behind the desk and smiled at him. Suffering from depression for so long, the glimpse, the smile, this look gave him a little happiness.

All Ed wanted was to have his ray of shining light back in his life (his wife). That night Ed sat down and wrote a letter about how dark his days were and that it was hard to find any happiness and that one day he hoped his ray of shining light and him would be back in each other's arms again, the same way her shining light showed up in front of him on that night out on the town so long ago. As the days went on, the miles seem to get further between the two of them.

The biggest mistake of Ed's life.....

It was February 5th 2010 at 9:27 am.

Ed was walking to the area he was assigned to work at for the next 30 days. As he traversed to the entry point, a woman was sitting at the desk having a conversation with another person and reviewing some documents. She had long wavy blond/brownish hair, nice complexion, green eyes that lit up and a nice color lip stick. The woman looked up as Ed was passing by, started at him with a smile that lit up the room. For this first time in a long time, a slight guard and depression was suppressed for that subtle moment.

At 10 am during a morning briefing, a Supervisor walked into the room and following behind him was the woman who was sitting at the desk. He introduced her and said that she will be working with the team for the next 30 days.

As the days went on, Ed confided in her about his situation. They became friends as she was going through similar circumstances with the guy she was with. They confided in each other, work closely with each other and spent time going to places together on their day off from work (they only had 1 day off and worked 12 hours a day 6 days a week). The two became close and then even closer and 2 months later they slept together.

Yes, Ed slept with her! He was UNFAITHFUL to his wife and Ed payed for that decision every day of his life until the end of 2017 that he let it go, forgive himself for the mistake he made so that he can be good for others. If you are tearing yourself up inside, you are not good for yourself and cannot create.

It was the closeness and the time they spent together that slowly pulled him out of depression. Ed was getting to the point that it didn't matter if he woke up in the mornings but that is not what he really wanted. Ed wanted a way to pull his life back together so he could once again be with his loving children and wife. Ed loved being a father and he loved being a husband to his wife. It's just that when this woman and Ed connected with each other, suddenly, he felt like he wasn't alone anymore.

His wife had received a call from her man who left a voicemail on her phone. It was the most excruciating words that she ever had to hear in her life. *"Your husband is having an affair"*

Ed went back home in attempt to fix things, but that infidelity was a serious thing and it impacted his life, his wife's life and their children's life as their marriage had ended.

As time went on, the two remained with each other for six years. Ed truly loved her and would have spent the rest of his life with her. The first few years were good (although Ed always had the pain in his heart and on his mind for the decision and actions that he made.) The remaining few years weren't so good and it was most likely because he just couldn't shake the problems that he had caused.

For various reasons they would get into arguments. The intimacy slowly faded away and she would no longer give him the time of the day. The two stayed together and had a 3 stage master plan where she would purchase the first home on the Gulf Coast of Florida and Ed would purchase the second with the intent of renting them out as vacation rentals while they worked for a few years at a nuclear power plant. Houses in the area would rent out for \$1500 to \$2500 per week and they were rented out for 10 months a year. Then, they would purchase the 3rd home together while the other two properties took care of them.

However, they never made it past stage one. She purchased the 1st home, they went to work and within the first year they were torn apart. She had met someone else at the time she asked him to leave at the end of October 2016 (what comes around goes around). Ed was a little screwed up in the head for quite some time and his emotions were taking a toll on his mind and his health.

After staying in a RV for a few months he eventually found a house to rent in a little town of Illinois surrounded by corn field, no gas station or even a grocery store. He was 40 minutes away from civilization.

At this point it was a few months after their separation (February of 2017). He was working in a place he didn't want to be living, was lonely and once again started to slip into depression because his life had just fallen apart for the second time. His job required him to work 12 to 14 hours per day for a 34 day straight run with no days off. His mental state was a wreck. While going through yet another devastating period in his life he also had a major responsibility as the 3rd leader in charge of a nuclear facility.

A friend of his came to visit and took a job at another nearby facility for a couple months and stayed with Ed while working in the area. However, his friend was working at a different plant, was about 20 years older and slept on the recliner most of the hours he wasn't at work.

In effort to avoid deep depression for the second time in his life and not having someone to talk to, Ed decided to go out after his long 12 to 14 hour shifts just to be around people to avoid another cycle of depression. He would go to the bars, the casinos and hang around different women every night. He was literally burning the candles at both ends every night for 31 days straight with 2-4 hours of sleep each night.

After 31 days straight of living this lifestyle, his body finally had enough!

It was around 4 am on March 2nd. After spending the evening at the casino and a local bar with a woman, he went home, jumped in bed around 1:45 am to get a couple hours of sleep before getting up to work another 12 to 14 hour shift.

When he woke up his friend was awake and tinkering with things in the garage so Ed decided to go out and talk with him and have a smoke. They were only standing 3 feet apart from each other talking and what seemed like 10 minutes later, his friend was screaming at him "*Ed!, Ed!, ED!, ED!, ED!*" This is what Ed woke up to. However, as far as Ed knew, he was still standing up having a conversation with his friend and couldn't understand why he was yelling at him and asked "*Frank, why are you yelling at me?*"

Frank's response was "Ed, you are on the floor!" Not having any idea of why he was on the floor and asking Frank what happened scared the hell out of.....

Franks response was "Ed, we were standing there having a general conversation. I looked at away for a couple seconds and heard a noise. When I looked back, you were falling like a board. You didn't crumple at the knees. You fell sideways! Your head hit the toolbox and your whole left side of your body hit the concrete floor. I ran over to you. Your eyes were wide open (not blinking) and your mouth was hanging open. I was screaming at you but there was no response. I thought you were dead!

I picked you up out of the corner and laid you on this carpet (the carpet was at the bottom of the steps that led from the garage to the house).

Ed picked himself up off the floor and told Frank he just needed to go back to back. As he was walking up the steps he fell for a second time and chicken winged the handrail. Frank grabbed him and told him he was not going to bed, placed him on the couch and proceeded to ask him questions about any part of his body hurting. Ed was not answering any questions that Frank was asking. Rather, all he could do was complain about his life, the woman asking him to leave and the guilt that he had about his marriage the fell apart. Fifteen minutes later Ed realized that his head and side was hurting really bad with a huge goose egg on the left side of his head. Frank being concerned for Ed's life took him to the emergency room where they kept him for 6 hours of testing. In the end he was diagnosed with unexplainable fainting and released him from the hospital with a commitment for follow up with a doctor.

A couple months later after attempting to get his life squared away, he was threatened through social media from someone who lived in another country that demanded to send him \$1000 per week through western union and if he did not comply, the man said he would ruin his life. The man gathered up the names of his family members profiles (including his mother and children) and threatened to create a Facebook profile identical to his and send his family and friends child porn videos to them as if they were coming from him.

The man was blocked and would create a new profile to continue messaging Ed for weeks until Ed finally deactivated his social media account. Several weeks later when Ed reactivated his account, the man was there again, sending threatening messages and demanding that he would make Ed look like a child sex offender if he did not send him money. At that point Ed had enough, stood up to the man and stated

"I am a United States Marine and I have friends in high places within the CIA and FBI and am a 2nd degree blackbelt. If you want to continue this conversation, I will hunt you down, meet you face to face and make sure you never have the ability to communicate with anybody ever again."

At that point, the man blocked Ed from social media and was never heard from again.

Things did not get any easier and life continued to be a challenge for Ed. More than any man should have to go through.

His life was already a wreck and to make matters worse his boss was in competition with him for a promotion. She made him look to be a bad employee and was getting ready to place him on a

performance improvement plan. All she had to say was he is not improving and would have grounds for firing him. Ed had a great reputation in the industry and she was about to ruin it for him. Ed did the one thing he felt he needed to do. He left the job in the winter before she could ruin his reputation and drove back down to the warm weather in Florida where he wouldn't freeze at night.

For a short period of time, Ed dated a girl that was a friend from High School and while together they decided to get two puppies (Great Danes). Within a couple months they separated because she couldn't handle the stress of her father dying from cancer and dating someone at the same time.

Ed was on his own again with very little money and had just enough money to drive to Ohio for thanksgiving and stay with his brother who was living in the house they grew up in. Space was tight already. Ed's brother had a family of his own and pets. With Ed and his Great Dane puppies, it just added to the already crowded home.

Finally in December of that same year, Ed was called to support a nuclear power facility and sign a contract for a short term position. He drove from Ohio to the town where the nuclear plant was located and arrived with just \$22.00, everything he owned and his two Great Dane puppies that were already over 30 pounds. When he rolled into town, the area was experiencing sub below temperatures (10 to 20 degrees below zero). The first night he slept in the vehicle while starting it up every two hours for heat.

After the first night, Ed had to get in a hotel. The temperatures were freezing and he needed a warm place to sleep for him and his babies. Per the contract he thought he was to receive an advance per diem check on the same day he started at the nuclear facility. So, that night (before the day Ed was supposed to start work), he went to a hotel to see if he could stay there for the night and pay them the next day when he received the per diem check. The answer was "no" and Ed begged them as he explained his situation. The hotel directed him to the Police Station and stated that sometimes they give out vouchers to people who are in desperate need of a place to stay.

That cold night in December, Ed ate the biggest piece of humble pie that he ever had in his life. He went to the police station and told him his current situation about him and his puppies. The officer came out to meet the puppies and proceeded with some paperwork, background investigations, etc. An hour later the police officer gave him a voucher and asked if he had food, drinks and gas. Ed told him that he had just an 8th of a tank of gas remaining until he went to the assignment the next day with no certainty that he would have enough to drive back to a gas station and that he had a few snacks in the truck. What the police officer did next completely amazed him. The police officer said....

"I am going to help you under one condition. That condition is that you never come to look for me in attempt to repay me. I am giving you this voucher for a hotel stay and I am going to follow you to a gas station to fill you up with gas and make sure you have food to eat"

Ed was so grateful to the officer as he now had a warm place for him and his puppies to sleep. Then, the next day at the assignment another challenge came his way.

"There was no advance check!"

Now, Ed was faced with going another week with no money, no food and only a full tank of gas to get back and forth to work and keep warm at night. He didn't know anyone at the plant to borrow money from except for one person who managed to come up with \$200.00 that needed to last for one week so he had to manage what little money he had.

Ed was too embarrassed to tell this person that he didn't have a place to live and the person barely had enough room for her own family. He accepted the money, but did ask a favor of her and she accepted...

Ed had to give his dogs away for 10 days until he was back on his feet while he slept in the sub below temperatures in his truck. Ed he knew why he would be cold with very little food, but his puppies wouldn't know why they would be cold and not have much food. Ed had to do what was right for them and gave them away for a week while he slept in his truck in attempt to make the borrowed money last.



Ed's issues around not having enough money was due to not making much in the first place and using what he did have to ensure his ex-wife and children were taken care of by keeping the mortgage payments afloat on the house he built for them and ensuring his son's \$3000 per month college tuition was paid for. As far as Ed was concerned, his life was half over and his son and daughters life was just getting started so he made sure the woman who was once his wife that he loved so much and his children were taken care of.

Because of all the money that Ed had given to ensure the people he loved were taken care of, he always had very little money left which caused him to struggle financially and personally. He remained single because he couldn't fathom bringing a woman into his messed up life.

The temporary assignment was over and made his way back to Florida where it was warm and arrived with very little money to his name (just \$227 in cash and \$0 in his bank account). He had no money to stay in a hotel much less rent a house.

Since it was warm in Florida, Ed slept on the back decks of vacant homes on the Gulf Coast of Mexico with just his 2001 truck to his name and his dogs. He was feeling really good because of the views with the ocean, a pool and a beautiful ½ million dollar home that he was occupying the back deck of but his life really sucked. He moved from one house to the next so the police wouldn't be called and find him illegally living on someone else's property. Ed spent almost a month sleeping on concrete decks.



All he could think about was *"how does he get his life out of that situation."* He could not afford to get involved in someone else's business, he could not afford to leave the area, his credit was horrible and he had nobody that could lend him money until he got back on his feet.

While on this back deck of a vacant home in Florida he was scrolling through YouTube videos and came across this guy that said something very profound....*"You are at cause for the event you see in your life. You create your own destiny."*

That day Ed racked his brain and came up with an idea that would change the course of his life for the better. Because he was successful in a home business in the past, he was capable of adding value in the marketplace to help entrepreneurs, to free them from the chains that were holding them back.

Ed created a word document on his laptop, converted it to a pdf and loaded it on a server with the hot spot on his cell phone and created funnel to sell his program. A funnel is nothing more than a site where people can opt in with their name an email to learn more about what he had to offer. Inside the funnel was a 45 minute presentation where Ed demonstrated how entrepreneurs could benefit from his product/service.



He then connected with entrepreneurs, home business owners, network marketers, mlm'ers telling them and guiding them with what they needed to succeed with their business. People started buying his products. Then he hosted a live event and entrepreneurs purchased his event tickets.

In less than 30 days, Ed made enough money to move into one of the houses that he was living on the back decks of.



Money was still tight and the home that he built for his wife and children was always in and out of foreclosure. On two occasions, he paid attorneys to support him in keeping the home for his ex-wife and his children. It was bad enough that his children didn't have their father in their life fulltime and it would have been devastating if they too didn't have a home to live in that he built for them to be raised in. Ed always put them first before he took care of himself.

Ed took another job assignment in the FROZEN TUNDRA of the United States to make ends meet and so he could properly fund his business.

CHAPTER 7: THE TURN OF THE TIDE

The turn of the tide came when looked back at that 12 year boy who spoke to him and said

***“YOU are bigger than this! Bigger than any circumstance around you! You are the creator of your thoughts and you are the creator of your results. You’ve already created something out of nothing when people told you it couldn’t be done! You have the power of YOU!*”**

YOU are a U.S. Marine. It’s time for you to show up in the as the person you are meant to be.”

These words were at cause for what became a massive change in the way that Ed thought, the way he felt and the way he showed up in the world. He had to change the “*inner game*” from accepting life as a victim to deciding to be the leader he was always meant to be. It was a complete transformation, which is the reason you are reading this book today.

With the driving force of not wanting what was being served, Ed decided to accept the leadership role in his life, rise up from the ashes and “*being at cause* for the outcome of what he wanted rather than what was “just showing up.”

Ed embarked on a journey of his own mind. Having become a deep thinker, more and more ideas came together in his mind. Ideas of life, business and love kept coming and stimulated his mind.

Things began to change as he realized “*and clearly understood*” the world around him. He gained clarity and understood everything that has ever happened to him. This is the point you want to reach in your life – to gain insight in order to *gain control, knowledge and the power over your business and life!*

Once you experience the string of events, a string of deep insight, you will know with certainty of what you can create in both your personal life and in the world around you.

Ed finally understood why “*we as human beings*” never come close to our youthful expectations of “having it all” – the health, wealth, love and success. Reason being: People don’t stand a chance under the ruling class and its code of living. Breaking free from this released him from his own self-destruction.

To have more means that we must become more and to become more means that we have to do more. The system of the ruling class does not provide this information to average people so they can break away from the masses.

Having this understanding and revealing the truth gave him the determination to create his destiny.

One day while Ed was building a set of steps for a back deck, the owner wanted a new set of steps that were not so steep.

She had two sets:

1. That was fairly new, wasn't steep and made it easy to get to the side yard.
2. An original set on the back side of the deck that had been there for decades. The steps were loose, old, and did not make for easy access to the backyard.

Ed had never built a set of deck steps before, but all his life he's been able to do anything.

He could always see it in his mind and then build it in the physical form.

Ed looked at the fairly new steps and said....

"I can build that!"

Off to the lumber store he went, bought the material and asked for pre-cut 9 step stringers. They said, we only sell 5 step stringers. If you want 9 step stringers, you'll need to get a 10' long board and cut them yourself.

So, that is what he did....

Ed took measurements of something that already worked, reverse engineered it, made the cuts, built the framework and it turned out with great results and actually performed better than the steps that were recently built.

While looking at what he accomplished, he thought to himself...."this is what I need to do with my business funnel!"

- Find someone with a funnel that works very well and produces daily sales.
- Opt in and clone their funnel

While working a job for 12 hours per day/7days per week on night shift while living in a small duplex apartment....



Ed watched what other successful entrepreneurs were doing online and found someone with a successful funnel who already made \$10 million with their funnel. A person who learned from an entrepreneur that built a \$150 million dollar company in less than 4 years.

Ed hacked their sales funnel, Developed, Launched, Monetized his Brand, built a funnel with the same layout and price points and marketed his new funnel/webinar using Facebook ads to get in front of the people he knew could benefit from what he was marketing. This time over 200 people attended his webinar and for the first 15 to 20 minutes into the presentation there was complete silence (no comments, questions or anything. It was like 200 crickets were attending)

Suddenly, KACHING, the KACHING-KACHING! Then KACHING-KACHING-KACHING! Attendees were purchasing his \$997.00 program through the rest of the webinar and continued after the webinar was over. That day his webinar made \$42,878 net income and he only spent \$122.00 in ad cost to get his attendees to the webinar. That same week he left his \$5000.00 per month job.

Ed then planned and scheduled another event with all of his heart, energy and determination using social media ads to promote it. As Ed prepared for the event that would be the turning point in his life, there was a lot of stress of ensuring it would be a success. He planned the event in Marina Del Rey California on a yacht while living in Florida and didn't show up in LA until 2 days before the event. However, he did have someone in LA with boots on the ground and many people came to his aid to ensure the event was well planned (including Daphne Marina, Al Harris, Kiss The Monkey's Organization, and Edie Darling, owner and Founder of 3 Is Enough.



The image shows a Facebook event page for a 'Los Angeles Event: 007 James Bond Themed Royale Yacht Party'. The event is public and hosted by 'Launch Your Infinite Power - Worldwide With Ed Mercer'. The event date is September 16. The page features a video player showing a woman in a black leather jacket. To the right, there are 'INSIGHTS' for the event:

INSIGHTS	
16.8K People Reached +0 last 7 days	611 Responses +0 last 7 days
2 Tickets +2 last 7 days	Audience Women 35-44 18% of ticket clicks

Below the insights, there are language options: English (US), Español, Português (Brasil), Français (France), and Deutsch.

The image shows the Facebook page for 'Launch Your Infinite Power - Worldwide With Ed Mercer'. The page has a navigation menu on the left with options like Home, Community, Videos, Posts, Events, Offers, Photos, Reviews, Groups, Email Signup, Jobs, and About. The main content area features a video of Ed Mercer at the yacht party, with a play button overlay. The video title is '007 YACHT PARTY' and it includes the text 'MERCER'S INSPIRED' and 'LAUNCH YOUR INFINITE POWER WORLDWIDE'. The video duration is 4:29.

It sold out in 6 weeks and was a massive success.

You can watch the post event video and see photos at:

<https://www.lyipinternational.com/lyip-event-photos-videos>

After the event, Ed looked to the sky and said *“Dad, I wish you were here to see this.”*

What happened next stopped Ed dead in his tracks!

A voice, a message was delivered to him so clearly that it was like he was listening to someone who was standing right in front him.

That message, that voice with such clarity, said....

“Son, I have been with you the whole time”

Just as Ed was about to drop to his knees, a deer that appeared from the woods. It was a single deer all on its own. The deer just stood there. Ed and this beautiful animal were not more than 30 feet from each just staring at each other for what seemed like an hour event though it was more like 5 minutes. It was almost as if there was this connection and understanding between the two of them that made Ed feel comfortable that everything would be ok. As a couple birds flew overhead, the deer slowly turned and walk away as it make it way back into the woods.

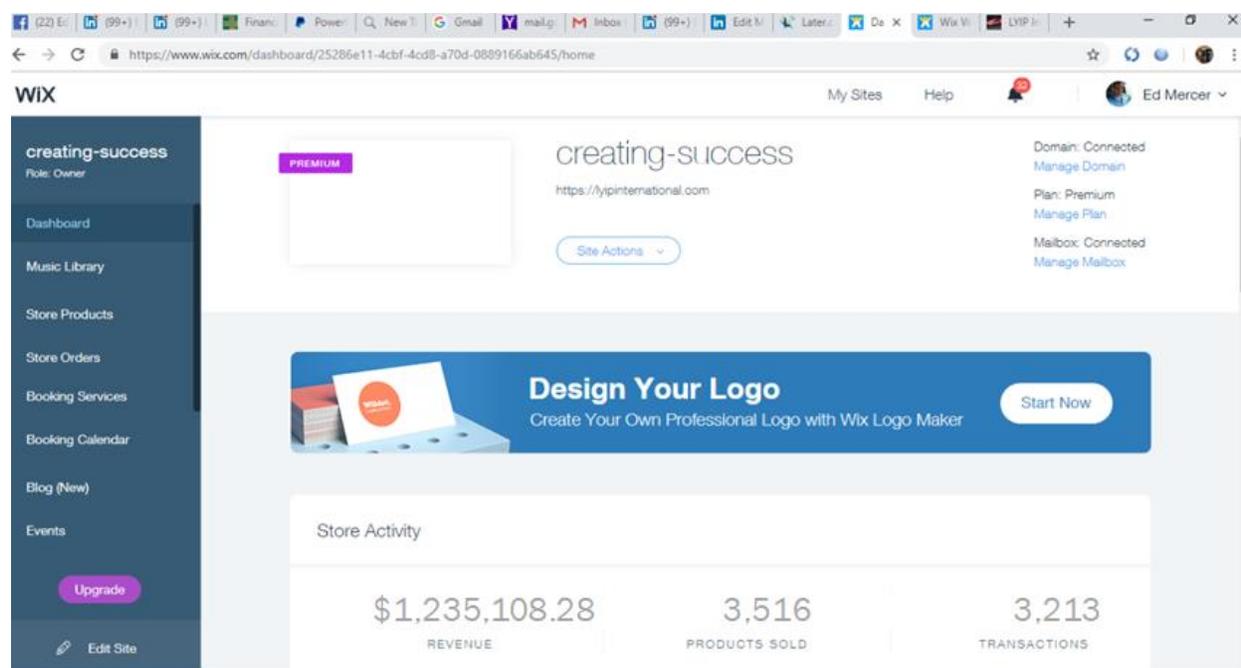
After that, Ed built his own company



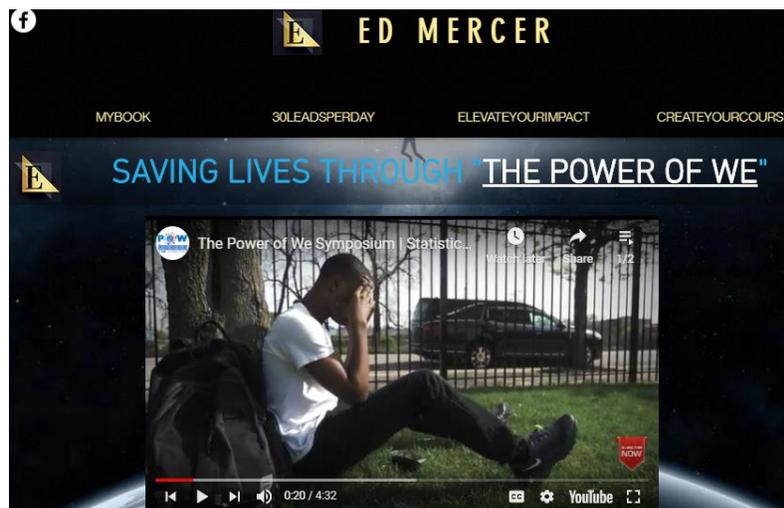
And experienced exponential growth



Ed built a 7 figure life (making \$1.3 million in less than 18 months)



His company now supports a very much needed cause to help under-privileged children who live in the projects and assist them in creating a business or getting a job before they make the “one decision” that could cost them their life!



You can learn more about the cause at:

<https://www.lyipinternational.com/charity-that-we-support>

“NOW THE WORLD KNOWS HIS NAME”



Ed is now a sought after speaker to impact the attendees at business and corporate events assisting people in realizing their magnificent potential and has been paid up to \$12,000 to speak at a single event.

He has spoken from the stage of Power Team International run by Bill Walsh by using connections and Facebook ads to place him in front of event coordinators and producers.



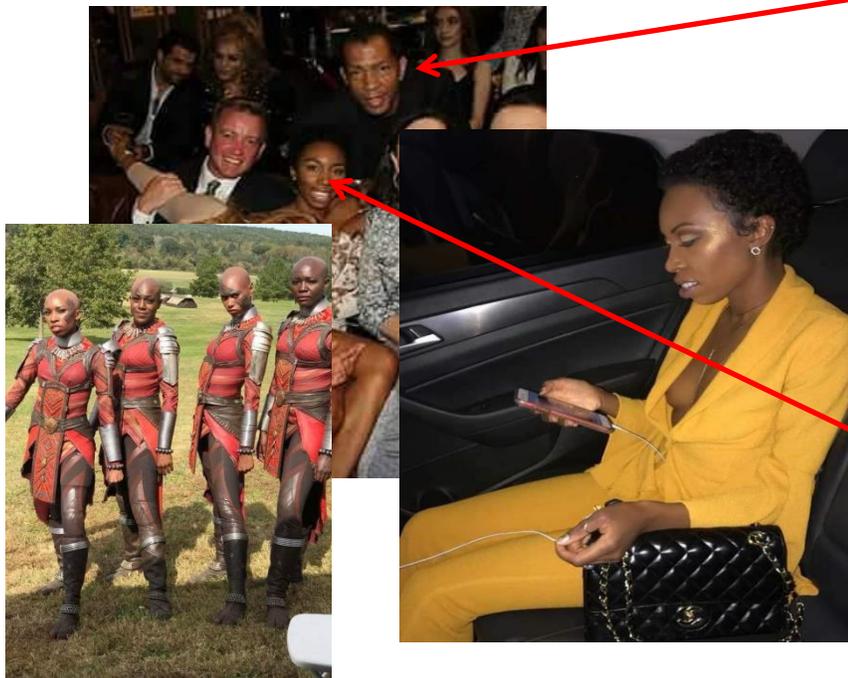
Has spoken on some of the largest stages....



Gets invited frequently to speak at David Fagan's J



And used this same process with Facebook Ads to surround himself with celebrities....



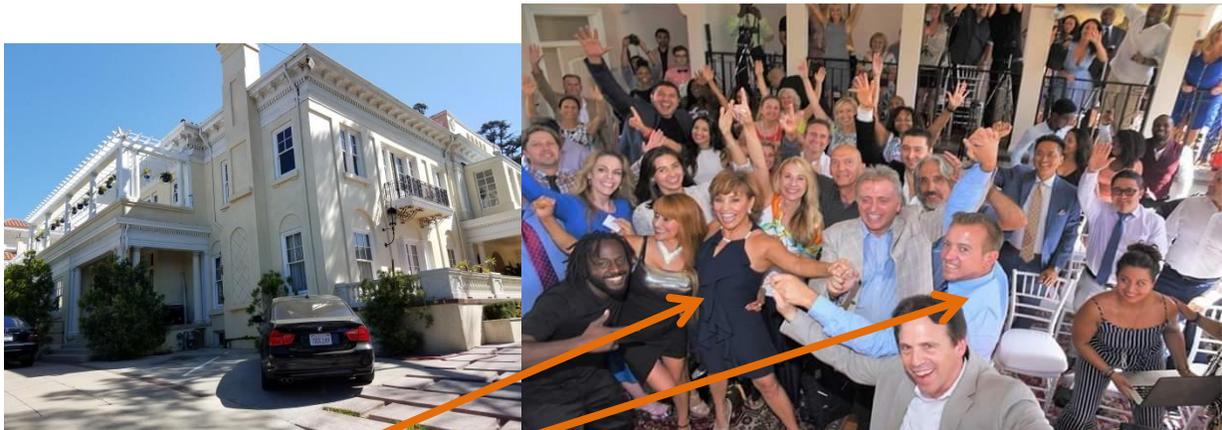
Hanging out with Sheldon Reynolds from the hit band Earth Wind & Fire and Celebrating with Carrie Bernans (main actress warrior in the movie Black Panther) when her movie hit the \$1 Billion Dollar Mark (we had a ton of fun that night),



Hang out with Bobbi Chance who is the actors/actress coach to the Stars in Hollywood who raised Brad Pitt and Jennifer Aniston up through the industry.

And... Was invited to speak at a Speakers Summit at a Historical Mansion in Hollywood Hills California where he met TV Celebrity, Forbes Riley – who made over \$2.5B in sales on the Home Shoppers Network (HSN), actress, entertainer, fitness hall of fame inductee, business mogul, who also sold over 2.1 million units of her own fitness product who also offered to speak at Ed's Summit Event in Los Angeles, California.

<https://www.lyipinternational.com/lyipsummitevent>



**FORBES RILEY
& Ed**

No matter “who you are”, no matter where, no matter what you have....

You have greatness inside of you and YOU can do ANYTHING so long as you want it bad enough and willing to put in the work.

What makes the difference is “Who You Decide to Show up in the World As, the actions you take and the connections you make. If you stay around people who make \$50,000 per year, that is likely all you make. When you hang around people who make \$50,000 plus per month, then that is the kind of person you become and your life ascends to heights you could never have thought you would achieve.

Ed went through so much in life and steered his way into the presence and connections with millionaires and billionaires using social media advertising and has helped fortune 500 companies such as Exelon, Next Era Energy and BHI Energy in creating more organizational efficiency, retain more of their income and brought innovative solutions to their organizations.

There is no difference between him and you. It’s just about doing things in a certain way and attracting power players in your life. Remember Ed came from a very poor neighborhood, didn’t have any friends as a child, grew up and has made a positive impact in the lives of 10’s of 1000’s around the world and CREATED the life he has.

As President and CEO of EMI and founder of Launch Your Infinite Power, a beacon assisting thousands from all walks of life, Ed has dedicated his life to a mission of service.

In conjunction with all his efforts, he is currently rallying support to build 1000 homes to assist those in need, provide assistance for battered woman, and prevent abduction of children.

Ed is on a personal mission to give away 10,000 dollars a month to provide food, clothing and shelter for woman and children around the world.

The Fact Is: Ed already saw himself as a millionaire before he ever became one. He thought like a millionaire, did things in a certain way that millionaires do, read the same things as millionaires. When he became one, he wasn’t surprised because in his own right he had been living it the entire time (even while he was sleeping on the concrete floors on the back decks of vacant homes on the Gulf Coast of Florida. He knew his self-worth, value that someone could benefit from and deserved to get paid for it.

CHAPTER 8: THE 4 PRINCIPLES THAT CHANGED HIS LIFE AND *WILL CHANGE YOURS*

The importance of what you are about to read could pass right by you. Or, it might hit you square between the eyes and stagger you as it turns your life around. Either way, I wish I could prepare you better for what you are about to read. What you are about to read are the essentials that will unlock the mysteries of the world and unleash the power within you and all humans who read the following sections of this book.

As you read this this, you will feel as if you are possessed by something unexplainably invigorating. The longer and more intense these inspirational moments come to you, the more you will see that you can change what you currently believe to be reality and the more power you will reap. You'll have this moment that had had felt these same feelings sometime long ago.... far back in the past, long before your earliest memory perhaps when you were just a toddler. You'll have the thrill again just as you did once before so long ago.

All of the great achievers have many things in common, but the most important is the ability to understand the truth and differentiate the myths from reality. For 1000's of years a structure has been used against human's that involves undetected theft of power and values of others. This intentional structure was to enforce a code to keep people suppressed so that the wealthiest men and woman would always be the highest of achievers.

This structure was created by the rulers and kings in power of nations several 1000 years ago. To this day it still exists by the top 3% known as "employers (who are entrepreneurs)." This structure was designed to keep people as value producers (employees producing value for the value creator – the employer) vs. value creators (entrepreneurs who create businesses and employ value producers – the employee). Keeping people suppressed as a value producer will make certain their wealth will continue to grow. If we lived in a world of 97% value creators, business would not prosper and would collapse because there would not be enough value producers to keep the business running.

People are tricked into relinquishing their own personal goals, dreams and desires because society carries on with the structure whether intentionally or unintentionally by developing children to conform to the educational system and making them believe the only path to a great life is through the employment system. This is the single most miss-leading piece of information distributed through the world since the beginning of time.

The truth is....

We as humans are an ever evolving learning machine capable of achieving anything we desire. But our ability to use our own mind was corrupted when we transitioned from a toddler and into the education

system. The children who did grow up to prosper are the ones who had parents that were value creators vs. value producers and hence, these families remain in the 3% of the population.

This good news is, over the current generation, this structure was noticed and more people are taking on new roles as value creators. Individuals as young as 16 years old are creating products that add value to people's lives and have made millions doing so.

Use of online advertising has allowed new value creators to have an outreach to millions of people per month who can benefit from the value they create. Because of this, now more than ever, individuals with no formal education are making 7, 8 and 9 figure incomes from the comfort of their own home.

The goods new for you is.....

You now have before you the 4 principles that you will ever need to create an incredible life as a value creator and change your life by making an impact in the lives of millions.

There are 4 principles that Ed has used to take him from where he was to where he is now. Many people ask him for these principles, but he only shares them here with you in this book and at his events.

Through the use of these 4 principles....

YOU CAN HAVE IT ALL!

These ARE the very things that will change everything you experience in your life. It is through these principles that you will find happiness, love, fulfillment, health and even wealth. The sooner you apply these principles, the sooner you speed of the results you want to achieve in your life using paid ads to get your message out to the world.

You accomplish what people experience in 5 years and do it in 2 years

You accomplish what people experience in 2 years and do it 9 months

You accomplish what people experience in 9 months and do it in 3 months.

It's the rapid acceleration of mind, body, soul, and business all while maintaining balance.

Everyone who uses these principles experience a dramatic "Wakening Up of the Soul" to new levels of Power & Purpose!

The first thing you have to do is surrender your old programming.

It requires that YOU go "ALL IN" in the direction of your goals and what you want to show up in your life.

It all comes down to realizing your Infinite Power, Production, Purpose and Profit and each are explained in detail below.

Power

“When you wake up every morning with a sense of excitement and the feeling of POWER is where your world changes and this POWER within you come’s before you can get the money. It’s a level of thinking, a level of feeling and an absolute KNOWING!”

~ Ed Mercer ~

Every human being that walks the face of the earth has an infinite power that lives within them. The ability to be so much more and it stems from the way they feel, the way they think and the action they take. The problem is.....MOST people just accept their life as is, accept the experiences that come into their life and accept what society has molded their life to be vs. deciding to use their thought and feelings to direct change in their life.

Long ago when you were a young child you had this sense of excitement, this “all around” happiness and this knowing that you could quite possibly do great things with your life. Think back to your childhood.

Who did you want to become?

What is it that you wanted to do?

Did you visualize the life you would have when you grew? What was it?

Just about everyone in this world wanted to BE somebody, DO something great with their life and have an extraordinary life.

I am here to tell you that it’s not too late!

Today you can relight that fire that once burned within you and to use it to inspire others into action who will pay you \$3000 to become your client by helping them experience transformation in 90 days or less

A common misconception is that your potential in life comes from your education. Actually, education provided you with the thinking tools and knowledge to fulfill whatever potential you had left.

Your potential was deadened before your education began. Your biggest moments of your potential were the day when you were a toddler. Reason being is because you had a deep rooted motivation to get what you wanted and nobody had to teach it to you. You were extremely motivated to learn, walk and talk. You had this internal drive to go after what you wanted and that is why toddlers are at the happiest moments in their life. It was that internal desire to achieve more and the ability to get it. Only when you were a toddler were you the person you were meant to be (an ever evolving learning machine with your own internal thoughts and desires.) This is where your real power resides! To get it back, you have to learned how to release it. This is not taught in schools or society.

Since then, your internal guidance system had been lost and that likely happened when you were six years old. That is when your thoughts and your actions were no longer your own. Those were given to you by others and it's been happening through your entire life.

I want you to look forward with a passion to those moments when you have complete control of life with love, happiness, joy, great relationships and money far greater than you will ever require in your lifetime.

Have this toddler like thoughts, feelings, desire and that internal drive and that deep rooted motivation to reach for the stars just like you were determined to reach for the counter top to access the cookie jar.

Be present in this feeling of living like that all the time. It's about closing the gaps between these moments of being this person and the life you are currently living. Having those exciting episodes of your future-self link together, go on forever and allow you to create. When you are thinking from this space, feeling it, hearing it, seeing it and living it you become free from the chains that are holding you back. You will realize that your mind in these moments is the blocking agent to accepting the life that society has convinced you to live.

When you become free of the miss-information that the world has imposed on you, you will become powerful and like a young child enjoy figuring out and controlling life, love and success. You will once again have the feeling and thrill of life that you once did long ago.

The Shift

Free your mind from society which is controlling you. Have the love, light, honesty, integrity, creativity and the desire for greatness in all that you do. If you operate with this level of thinking, feelings and acting you can and will become the God of your own universe. That which is above is also below and it resides in you! You just have to let it out.

Through this process you just might have enough power to unlock the biggest mystery within the life you currently are living and bridge the gap to the *Life You Want to Be Experiencing!*

It requires that you relinquish the authority that society is having over your life and become one with the Natural Laws of Success (THE UNIVERSE!) so that you may become the ruler of your life. This is when you are finally able to put together the puzzle pieces which reveal an amazing picture of your future-self.

It's the unifying controlling element of consciousness of the conscious being.

The only integrating force of the universe is: *human-like consciousness* where we get to direct our thoughts, ideas and feelings to create the life we desire to live.

"Our power doesn't come from the opportunities that are provided to us. Rather, our power comes from the opportunities that we create!"

Once our consciousness is discovered and harnessed, it can, with accumulating knowledge and productive efforts, learn to forever master new realms of existence. From those new realms evolve new life.

Through this discovery guiltless prosperity, power, romance and love are all revealed to you as the value creator. The direction of society becomes uncompetitive and eliminated as you develop your own infinite power. The balance of this puzzle develops an understanding of how conscious beings dominate the universe and muster new realms of existence and life.

When you are able to connect your heart with your mind and the inner desire of your core, you become a powerful human being because you finally and perhaps for the first time in your life discovered the life you are meant to live.

Through this process, through the adversity you have experienced and through your desire to help others, you become powerful and find your success in your own authentic self.

Production

“Through the feeling and knowing of your power is the catalyst to major production in your business and in your life because you are living your life with immense energy and purpose”

~ Ed Mercer ~

Production comes through knowledge and knowledge speeds up production. It took 1800 years of accumulating knowledge to build a sailing ship, another 1000 years of accumulating knowledge to build a steam ship, the next 100 years of accumulating knowledge to produce an automobile, 60 more years of accumulating knowledge to produce airplanes, and yet another 40 years of knowledge to develop space ships. Now, we are exploring different areas of the solar system and analyzing whether habitability can be created on Mars. There are computers where people can attain an abundance of knowledge. Now, knowledge can be found nearly at the speed of light.

A person can be more productive through the use of knowledge to get more done faster, have the ability to accomplish more in 90 days vs. 365 days, 180 days vs. 2 years and so on. The ability to acquire such knowledge is available to anyone, but typically takes an individual years in finding the pieces of the master puzzle to put it all together.

Buying knowledge is the single best thing that anyone could ever purchase, which is why people spend their hard earned dollars on a college education. However, there is a way to get there much faster that doesn't require the purchase of a 2 year or 4 year education. The best way to acquire this knowledge is to search for evidence that it can be accomplished by someone who has already achieved it.

Decide what it is that you really, really want so bad that you can feel it, taste it and touch it. Then, it's time to place it in production mode and learn how to build it faster. This is where you take the ideas you

have, the feelings and mental images that you create and place them into motion, into production and to provide value to others in order to achieve the results you desire.

Value driven leaders launch into upward-spiraling prosperity with expanding knowledge and life experience.

For 1000's of years the human race has limited themselves' to the production efforts of someone else, yet rarely ever get ahead and work their life away without really "**living while they were alive**" the way life was intended. The best these people can hope for is that one day they will be able to retire with enough cash and energy to enjoy it

The speed at which most people create wealth and be able to retire is directly dependent on the value they create working for someone else, the promotions they get and the investments they make.

The problems are...

1. Many do not understand how to become or create more value in the workplace and therefore become stagnant from a financial point of view
2. Promotions in the workplace require the employee to perform even more work, take on more responsibility for little additional pay and still resulting in people working their life away.
3. The time period at which people have enough money to invest and build wealth become the later part of their life and still making it difficult to retire.
4. Many sit around and hope and pray that things will get better.

Alternatively, there are ways to speed of the process and get to a life of retirement much faster and live an enjoyable life in a fraction of time that it takes the majority of the human race.

If one's desire is to create wealth faster, retire faster and invest sooner, the shift of producing/providing value to an employer must be turned around such that the individual is producing/providing value to many vs. one. The speed at which this occurs is through the attainment of knowledge and skills from those who have accomplished it. When value is provided to a world of people who are looking to solve their problems, the speed of creating wealth and retiring is much sooner than when providing value as an individual contributor to an employer.

Purpose/Passion

Through the process of discovering the infinite power that you possess, creating the vision of what you really want you then discover your passion of how you show up in the world and how to deliver it.

The key to this magnificent process is that when you develop your passion and purpose, you begin to realize that to get everything you have always wanted is accomplished by helping others.

This is where the internal work takes place. You must subject yourself to love and forgiveness. There may have been people who have done bad things to you, said bad things to you and you may have done

bad things to others and said things that have hurt them. Before you can move your life forward it requires that you forgive yourself for the mistakes that you have made and forgive the people that have done things to you. It's the process of forgiving and letting go. If not, these things will always hold you back in moving forward in life.

Along with forgiveness, you must begin to love yourself and have love for others. If you cannot love yourself, if you are not good for yourself then you will not be good for others. Sometimes this is the hardest work we can do (the work we do on ourselves). Through this process you will find your calling, find your voice and find your message. Your STORY MATTERS! The people you are looking for are the same people looking for you. They are just waiting for you to show up.

There are many problems in the world, there are many people who have made mistakes and there are millions of people who have experienced what you have gone through. As you begin to connect the dots, you will begin to realize that your purpose, the person you must become, the person you were always meant to be and the path to get everything you've ever desired. The path is to take the knowledge, the skills and the life experience that you possess and serve others by helping them resolve their problems. Use your business to create a movement around that or if you do not have a business, then create one with the knowledge you have.

Whether you want to help children avoid drugs use, help men become "*The Man*" they are supposed to be, create a movement to assist in the improvement of peoples health & fitness or create a space for people to learn from mistakes and feel great about themselves again this is where your personal power lies and it is discovered when you determine the "*One Thing*" that is your passion.

Ask yourself....

What are you great at?

Who can you help?

Who can you serve?

Who lives can you make the greatest impact in?

Often, the answer to these questions comes from our own experiences in life.

This is where your life takes on a new sense of energy, and

This is where your soul is set on fire and you begin to realize that you have the power within you to make a difference in other people's lives and be paid for what it is that you know and do.

There are many people in the world who have realized their personal power through this process, have created a product around it and developed huge following of people that attend conferences to learn from them in a safe/productive environment.

What is that FIRE burning IN YOU?

Do you have that feeling of being here on earth for a much greater purpose than where you are or what you are doing?

Do you have that feeling of WANTING to BE SOMEBODY?

Have you ALWAYS wanted to DO SOMETHING?

and to HAVE MORE?

Have you ever thought you are running out of time and have a lot that you want to do before you die?

People hold a lot of value in the employer and the place they work, but they don't give a DAMN about you. They only care about what you do for them.

You ARE your BIGGEST Asset and YOU are worth so much more!

Profit

“Through all of these principles when used in harmony is where you discover your profit on a scale that CAN and WILL allow you to do all the things and have all the things you've ever wanted in your life”

~ Ed Mercer ~

Through the process of discovering your purpose, you'll find there are many people in the world that have gone through the same things that you have went through and “they too” are looking for the solution to their problems.

When you come to this resolve, you discover who you are and begin to experience the healing of the wounds that have been subjected upon you. You will then be in a position to help and serve others in their healing and many times it will result in a movement to heal others through the words that you speak, your ability to inspire and the ability to transform their thoughts and feelings while at the same time transform your entire being.

Through this process, through this work that we do on ourselves and through our new found purpose we are now in a position to turn your passion into profits.

There are many ways to accomplish this from creating and marketing your own product, through the sales and distribution of other people's products or through the words that you speak by creating your own consulting or event based business as a public speaker.

No matter which path you choose, whether through the creation of your own products, events or the products and income vehicle that others have created, you can use those to execute your purpose, your passion and accelerate your life by creating a movement that makes an impact in the lives of other people in the world who “in many cases” need it so desperately.

Through your purpose, through your passion and through your impact you will find your profit and have a rewarding life as a fully developed human being.

Many people never get to this point throughout the entire life because the system created by the world is the single most reason people remain stuck in life and go down a path of financial destruction and despair.

People are led to believe there is only one way to make a living, are sold into debt through the purchase of a house, a vehicle, the use of loans for college tuition or for unexpected expenses. All of these reasons results in people getting further and further behind.

For those who discover their purpose, their passion, their voice, their message and their impact.... their income, financial well-being and emotional well-being is no longer driven by the conventional system. Rather, their "all-around well-being" is driven by the people they serve and the new system that is created. This is the reason why individual entrepreneurs have a happy, abundant and financial rewarding life with fulfillment that positively impacts the lives of others.

Through these principles you can accelerate your life faster.

Here is an example:

A person works for an employer for \$27.00 per hour for 10 hours equaling to a sum of \$270.00 for the 10 hour period before taxes.

Alternatively, a person can work at creating value that solves people's problems and receive \$27.00 from each person who sees the solution to their problems.

As an entrepreneur, online advertising can sell 10 products per hour at the same value of \$27.00 from each product purchased during the same hour that a person earns a single wage of \$27.00 for that hour.

In these examples, the entrepreneur just earned \$270.00 in a single hour that is equivalent to the person working 10 hours to earn the same value.

To expand on this example further;

A person working for an hourly wage much take time off to eat, sleep and take care of family responsibilities. So, the income is limited to the number of hours they can reasonably work in a given day. Alternatively, online advertising does not sleep. It runs around the clock and never takes a break. Using the example of (10) \$27.00 purchasers of a product per hour, the value earned from value given is now \$6,480.00 for the same period that a person work 10 hours for \$270.00.

Discovering your personal power, learning how to become more productive while finding your purpose and your passion is the key to attaining more free time, eliminate the burden of stress, improve your relationships, and spend more time on nurturing and love of those relationships.

This IS How You Get to Have it ALL!

When you apply these principles, you take your life back. You begin to re-connect with your spouse, your children and you have happiness and love for your life again.

Even though they may not say it, your spouse and children are tired of watching you sit around in front of your computer trying to bring your dreams into reality. They are feeling unloved by you and neglected, but you already know this because you feel it day in day out and thinking your success is just around the corner.

You think that if you could just make the money you will find happiness, love and respect from your family, but the money never comes, the happiness goes away, the stress piles up and your spouse and children are feeling like you do not care about them.

Your spouse is seeking attention but you are not giving it because you are so wrapped up in your business trying to make money.

Your children are wondering why you are not playing with them, teaching them things and their years are slipping away from each morning and every night you go to sleep.

The truth is, the money never comes from just trying to make money and happiness in your life will never be there when you are under a mountain of stress due to lack of money, yet you think getting the money from your sales will improve every aspect of your life.

Money comes from a position of power, from a position of serving, from your infinite passion and ability to help people solve their problems. This is where you find your following, your community, your success, your freedom, your health and regain control of your life and relationships with your spouse and your children. Here is the secret: All of this has to happen before you will ever find your money.

The fact is, if you are not good for yourself, if you cannot love yourself and love what you are creating then you cannot be good for anyone else and your creative nature will suffer as you slip in frustration, struggle and depression because you are only focused on making money.

When you apply and feel all of these other things in your life first, that is when you will find your money, take your life back, have the time with your spouse and your children, have a life that you love and an income source that will continually take care of you, your current generation and future generations to come.

This is how you build a legacy and perpetual income that will continue to flow into your bloodline long after you have left this world.

CHAPTER 9: BRINGING FUTURE RESULTS INTO THE PRESENT

There is a shift happening among many people, an understanding of how to CREATE change of LIFE and the many who have discovered it's power has allowed them to see future results and bring them into their present, which is just one of the puzzle pieces that have been at cause for average people to become self-made millionaires, billionaires, have the car of their dreams and live in homes that previously would have never been in reach.

This chapter along with the next few will be the most impactful moments of your life.

The first step in this process is to look in the future, your future self and to hold these mental images in your mind.

Where will you be living?

Who will you be living with?

What kind of car will you drive?

What your bank account look like?

Right now you might be saying.... I've heard this before, but stay with me because this time it will stick.

Here is the way it works in explicit detail. If you are not getting what you want then pay close attention to this section.

The way this is applied in life is.....

- a. The first step in the creative process is to development the mental images of what you want in your life and start living that life today. The closer your emotions are attached to what it is that you really want, the faster you will DO the things that attract them into your life. Notice the word "DO". It's not just thinking about it. It's about doing things to create it. Create of start a business and use your passion and your purpose around it to make more money so you can attract the money you need to have the life you desire!
- b. In order to HAVE more in life, requires that as the creator of our lives we must do the things to bring our desires into our life. This is where many get stuck. They know what they want, but don't know what to do to achieve it. Many start a business and yet still do not create the results to have it. So what it the difference between those who do and those you do not?
- c. It's who a person is BEING that makes all the difference. It's about breaking free of the programming and limiting beliefs people have about themselves, what they only believe they can have based on what has only been experienced in their life and whether they deserve to have what it is they truly desire. It's about having an idea and then looking for the evidence that

you can achieve success with the idea because others are already doing. That is when you have this knowing, gain the confidence and BE the person who shows up in the world to serve others.

It's the BE, DO, HAVE PRINCIPLES!

Two people can have the same business model, market the same products, have the same opportunity and one will have a thriving business, make a few million, have a new home, a new car and more while the others do not get any further ahead than when they started. Those who make the change in themselves, change externally, become value creators are the ones who become a person of influence, make more money and live an incredible life.

So how do you put it all together to bring future results into the present?

Many people will tell you that it's the Law of Attraction. However, the Law of Attraction is not the predominant law of success. The predominant law of success is the Law of Vibration. This doesn't mean that you exclusively raise your own level of vibration of an infectiousness happy human being to get more clients, business partners and distributors. Simply said, it means to match your level of vibration to what your potential customers, clients and business partners want. When you know what your ideal customer and client wants, you provide them with the tools to get what they want.

So what is it that they really want? Where do they want to go? What is it they want to accomplish? You will then get on their frequency and help them get what they want to accomplish. If you are selling, the Law of Vibration is something you'll need to master. Selling is doing something for someone, not to someone.

Here is an example of how to apply it to selling:

Let's say you are in communication with someone who runs an online business whether it's a home business, marketing someone else's product or someone running an ecommerce store. What each of the people want deep down is to live a life on their terms, get out of their 9-5 job, have the ability to take a vacation whenever they want, spend their days as a family or live wherever they want without a job telling them where they have to live. *They WANT FREEDOM.*

So, you as a value creator would find a solution to their problem so they can have what they want. The problem they need to solve to get what they want is to have more customers and clients so they can make the sales to have the life they want.

The message to place in front of these people is....

How would you like to generate more leads so you can have a constant supply of customers, clients and business partners so you can make more sale, finally quit your 9 to 5, work from anywhere you want and finally have that life of freedom that you desire? Go here.... www,,,,,,,,,com

If you notice, the words are NOT.....

“Are you struggling to get more leads, customers, clients, business partners? Are you tired of failing in your business? Using words like these brings your potential customers level of vibration to a much lower state than what it already is and will cause them to not purchase from you.”

The former message is one that is a higher level of vibration and is the vibration that your potential customer, client, business partner or new distributor aspires to, wants and needs so they can lead to their ideal life. They will then be more than happy to purchase your product, service or offer.

Anytime you are in sales and creating value for others, focus your message on the positive outcome of what your product, service or offer can do for them vs. bringing them to a lower state of vibration of what is already not working in their business or their life.

Many will tell you that you as an entrepreneur will be successful if you make what you do about solving other people’s problems and connecting with them at that emotion level of pain they are having in their life. They already know what the pain is in their life and they do not want to be reminded of it as it will only cause more pain. So, focus your message on the positive outcome that your product, service or offer will solve vs. focusing on their pain.

Expediting Your Results

Using the principles above, you can collapse 3 years into 1 year, 2 years into 9 months and 1 year into 90 days. The quickest way to do this is through a mentor or by attending one of Ed’s workshops where you learn to put it all together.

The way to attract more money is to solve people’s problems by selling them the solution to their problems. The more problems you solve, the more you make.

There has never been a better time in the world for the average person to create amazing wealth and get in front of people to solve their problems and with over 200 million people on social media, there a lot of people to help.

Facebook advertising allows individual who are out to help people get in front of millions of people every month who can use their (or YOUR) product, service or offer. If you do not have a product, service or offer, Ed will help you create one at his workshop.

Solving people’s problems is how Ed went from nobody to making over \$1.3 million in 18 months while living a person driven life to assist business professionals from making the same crucial mistakes that he made throughout his life by helping people eliminate the financial struggle in life that can devastate the empire and life they created.

CHAPTER 10: LIVING A PURPOSE DRIVEN LIFE

Living a purpose driven life is the most gratifying life to live. When you are living and walking in your purpose you will have an abundant life.

The relationship's you have, the life you live and the abundance in health and wealth you have will be fueled by the businesses that you run.

Taking a leap into living a purpose driven life for some can be a bit overwhelming. The starting point is to discover the one thing that you love doing even if you are not getting paid for it. The reason I say that is because when you are doing what you love, you love what you do and because you love it, you become great at it. When you are great at something you then a law of compensation that cannot be taken away from you!

From there it's all about...

1. The need for what it is that you know or do
2. How good you are at delivering the need, and
3. Making yourself irreplaceable!

When you have all of these in place, you can command any price because with what you know, what you do, people will pay you nicely to solve their problems.

There are many people in the world who have money but there are not happy, not fulfilled and don't know their purpose in life.

Others have their health but are broke,

Counselors were overweight and struggled to have cash flow

Teachers and advisors imposed their own thoughts but did not have in their own lives what they were actually teaching.

People perceive themselves as experts in their field but hardly anyone knows how to put it all together and live an "all around" successful life.

There is always a component that is lacking in someone's life, but when you pull the principles of power, production passion/purpose and profits together all at the same time you achieve everything that you desire in the fraction of the time that people who do not have all these keys components in their life.

The final key to this process is to alignment all these components in a system that creates constant cash flow for generations to come.

A system saves you time, energy and money!

When you connect a system that is comprised with your passion/purpose and value that serves others by solving their people's problems because they want and need what you have to an online vehicle that advertises what you offer around the clock, you then have constant cash flow on the front end and earn even more income on the backend.

A system allow you to record a business presentation, allows people to get to know you, like you and trust you and when you run ads to it, the system runs around the clock 24 hours per day/7 days week in as many countries as you choose. Paid ads allow you to place your system in front of your ideal client, demographics, where they live, the videos they watch, who they follow and where they hang out. You can literally attract whoever you want to your system that does the telling, selling and explaining for you.

With a system, you are cloning yourself and show up in every country at the same time without ever leaving your home.

It's.....

OMNIPRESENCE

This is the process by which people accumulate wealth, work smarter vs. harder, have a life of freedom that allows them to improve their health, fitness and relationships while living a purpose driven life.

Many people work their entire lives without enjoyment, barely getting by, suffer with frustration, financial devastation and slip into depression because they have never been exposed or believed there is a new way of living.

A way to live a happy, abundant and impactful life by serving the world vs. serving and working for an employer in which case their life becomes limited.

There is immense potential among all humans on earth. The key is learning how to tap into it.

CHAPTER 11: THE MOVEMENT

Make what YOU do a movement and mean something, not just making a few sales here and there.

Driven by his mistakes and taking responsibility for his life, Ed created a movement, a community of business men and woman who are in need of help to escape the financial pressures of life, to help solve their problems and in attempt to save their relationship, marriage and financial situation so they do not have to experience the pain and struggle of what he went through. It was the financial pressures of life that destroyed his marriage.

This movement has blessed Ed in more ways than one. Not only has he owned up to his mistakes, but he is helping men and woman around the world avoid the same pitfalls that he encountered by providing them, with a supportive community through his book sales of his life's journey, live events, workshops and retreats to help people discover their voice, their passion, purpose and create an income around that in a community they can thrive in.

People all over the world benefit from Ed's mentoring, created additional income sources and now have flourishing businesses with purpose and passion.

Ed taps into your head, your deepest desires, your skills, your knowledge, your life experience and helps you bring it out of you so that you can create a business around it.

There are many problems in the world and for every problem that exist, there is a reason to create a business around that.

People from all walks of life had a dream, had skills, had knowledge that they could have used to write a book, create a product, construct something for other to enjoy and took their ideas, their dreams, their goals and their desire to the grave with them because fear of the unknown got in the way.

There is more wealth in the graveyard that died inside individuals because they didn't know how to get their message out to the world, how to achieve theirs dream life.

So many people in Ed's life had died at such a young age due to the pressures of life and never really got to live while they were alive. Ed's grandfather (his father's dad) died in Ed's home where he lived out his last days on a hospital bed in the living room when Ed was just 6 years old. His grandfather was only 46 years old at the time. Ed's father died at the age of 38 years old when Ed was just 18 due to the financial pressures of life from job loss, emotional stress, not being able to provide for his family and developed health issues. Ed's Uncle (his father's younger brother) died because the pressures of life caused depression, drinking and the decision to take his own life. Ed's father-in-law (father to his beautiful wife at the time) died from being exposed to asbestos in the workplace and was diagnosed with mesothelioma at the young age of 54.

Do yourself a favor and do not wait for complications, financial pressure, depression, a broken relationship or marriage occur before stepping up and learning how to create a “life well lived.”

Have you ever thought you have a gift?

That you were meant for bigger things than you are doing now?

That you have a message that needs to be heard?

That your reasoning for being here on earth is to make a greater and positive impact in the lives of others?

If you have ever felt this way and not acted on your internal guidance system then you really need to get to Ed’s next event or workshop, PERIOD!

So ask yourself.....

What do you REALLY, REALLY want?

What kind of life do you want to live?

Where do you want to live?

What kind of relationship do you want?

Are you ready to show up in the world, impact people’s lives and bring all your dreams, all your desire and your vision to life?

You can!

You just need to learn and Ed will show you how at his “Launch Your Infinite Power at *“The Power of You”* Events.

These events are where you will discover your purpose, your passion, your voice and your message as Ed shows you how to bundle your knowledge, skills, life experience and your message out to the world by creating a powerful business around it.

If you are ready to take the steps in changing your life, your business or your relationships, you can access to Ed at:

<https://www.lyipinternational.com/backdeckmillionaire>

CHAPTER 12: DON'T WAIT ON SUCCESS, CREATE IT!

You are the creator of the change you desire to see in your life. It's not enough to wish for better things to come along to have an ever increasing life. Many people sit around waiting for better results.

The truth is, now is the time to living up to our responsibility, the responsibility of grooming the supreme value of the universe – your own conscious life! It's time to grow the conscious mind with full integrity, honesty and limitless growth to stimulate your value production now and forever into the future for future generations to come. It's time to join our fellow conscious brothers and sisters throughout eternity and to meet our responsibility of life – to live prosperously and happy with the value creators of our universe.

Many people wait too long before making a decision to radically change in their life, to create an income source for themselves that can help them make more money, have better relationships and a life they love. This usually stems from a lack of knowledge, belief and knowing vs. doing. It's a complete transformation in the way that you think, the way that you feel and how you show up in the world.

"Don't wait until your life is falling apart before you make the decision to improve your life personally and financially. We all have circumstances but the problems of the world of not having enough money and a life that you love doesn't have to be your circumstance"

Success starts with a feeling. In the beginning it's not about the house, the car, the boat or the bank account. Success starts with a feeling and because of that, you can literally choose success!

Here is an example:

Have you have won a trophy? Something you worked hard for and feel great about?

If so, place it on the mantle and look at it daily. Think about all the blood, sweat, tears, mindset, work that it took to accomplish it. How does it make you feel?

It felt great knowing YOU accomplished it, didn't it?

So, every day you wake up you can choose to feel success and that is how you show up in the world.

Use the feelings for the good to inspire and bring happiness to the human-race and you will attract more happiness in your life. Opportunities will abound, doors will open and more flow of good will enter your life as you increase your mental awareness that this wonderful world has to offer.

When you get to the top of the mountain, don't just throw it around. Rather, use it for the good and bring others to the top of the mountain with you.

Want to feel great? Call someone up and tell them you love them, offer a smile, shake someone's hand, offer to help someone in need. You'll be glad you did. It will make you feel good because you made them feel great.

CHAPTER 13: HOW TO MAKE A RADICAL CHANGE IN YOUR LIFE

You may not know where to begin and that is ok, welcome to the rest of the world. Every successful person started off with nothing more than an idea, a dream, a goal. Something that could people's lives including your own. It's the difference between "*knowing and doing.*"

The creative process begins with YOU!

The subconscious mind only accepts what it knows and has experienced up this point. To complicate it event further, since childhood most people have developed limiting beliefs and prior non-serving conditioning that was given to them (or you) by someone else.

The world in which we live in, the processes that have been imposed on just about every human being that walks the earth has been molded by "The System," a system which is designed to keep you stuck, a system that was kept suppressed to keep you working for someone else and that someone else is the very person who designed the system.

Every business, every store, every school that you attended, every factory, every job available was created by an entrepreneur and they are enjoying the fruits of your labor while you are working for very little income. The reason for this is very clear! If everyone in the world had the knowledge and direction to become an entrepreneur, it would be a dog-eat-dog world and the 3 percent of the 20% of the population that control 80% of the worlds money doesn't want you to have this information, but I do!

You are worth so much more than you are earning right now. At this moment you may not even believe that is true, but you ARE! It may takes some work and it may takes to re-conditioning of your subconscious mind and it may be necessary for you to develop some new beliefs so you can accept your self-value and your self-worth, but at the end of change in one's self internally is what is "at cause" for change externally.

Everything that happens in the world (the effect) is the result of a "cause." It's secret! It is practical sounds principles that reside and are applied all around us "cause and effect."

The truth is.....

You can be at cause for the effect that you want to see in your life and the fact is, YOU already are!

Everything you are experiencing in your life is because of the decisions, beliefs, action and who you show up as every day in your life. Now, this may not be what you want to hear....

BUT, here is the good news.....

YOU can change the effect, change the experiences you have and change the results you have in your life with the results you want to have SIMPLY by being "at cause" to make the change. Start a business!

CHAPTER 14: THE BEST NATION EVER

The best nation in the world is YOUR imagination and you can use it to get everything you want. We were all placed here as creative human beings from the day we were born. The most creative time of our lives is when we were a toddler. Up until the age of 6 years old, we had to figure things out. We used blocks, cans, shapes and objects to build the mental images that we possessed in our mind.

By the time we entered school, we were told what to think, what to do and how we had to act. For this reason, people have lost much of the creative imagination process that we were all born with.

Imagination is the most powerful force ever known. It's the greatest mental faculty that we possess.

Look around....

The phone you are holding, the building you are standing in, the car near you, everything around you was created out of someone's imagination.

Use your imagination in a way that it was meant to be used. You can use your imagination to bring your future into your present. That is what all highly successful people do. They see where they want to go and they act like the person they want to become.

How do you do that?

You use your imagination. Build wonderful pictures in your mind of you living the life you want to be living and then make progressive steps to "actually" live the life you say you want every day. Do not let your present results have anything to do with it. Only focus on what you want and use your imagination to build it.

Example:

Ed used his imagination to create and host an event on a luxury yacht. He had no idea how it was going to happen, but he did it! He had no idea what it would look like or the people who would attend. All he had was an idea and the mental images through his imagination to create it and because he imagined it, he did. There were 117 people on the yacht which allowed Ed to earn a phenomenal income in a single weekend.

Use your imagination and you can create a phenomenal life that you will love every day through this imaginary and creative process.

CHAPTER 15: BECOMING A PERSON OF INFLUENCE

You have knowledge, you have skills and you have life experience. The information you possess can help somebody in this world.

Take the information you know, have experienced and construct it in such a way that can benefit others by writing your own book and sell it.

Host live events and make an impact in people lives in person by taking the stage. You do not have to wait to get on someone else's stage. You can simply create your own.

There are people all over the world who have the desire to learn how to change their life, providing you plenty of opportunities to help them and you get paid for your service.

Create an event and use www.eventbrite.com to host your first event. It can be a free event or you can set up a ticket in Eventbrite for whatever you choose.

Develop a coaching program with the knowledge you have and sell it at your event so people can benefit from working one-on-one with you. Most coaches get paid anywhere from \$1000 to \$3000 per month from each client they coach. Just a handful of clients per month can allow you to leave your 9-5 and then take on more clients to earn even more monthly from the comfort of your home.

The next stage of your business is to host mastermind retreats with your clients at some luxurious, exotic location that you love. Mastermind retreats are \$5000 to \$10,000 per person.

This is the ultimate business model that allows you to help others, create freedom, become a person of influence and build a life that you love. When you connect each component of this business model to each other, it only takes a handful of clients to earn \$30,000 to \$100,000 per month.

Many managers and CEO's have a wealth of knowledge and are exercising their knowledge at a cost that is much less than what they are worth, while dealing with day-to-day politics and 100's of people on a daily basis while working their life away and not really enjoying their life while they are alive.

We all have the ability to decide the life we want and if we do not enjoy the current life that we are living, then it's time to make a change. You've got to be happy with what you do and the environment in which you are working in while getting paid what you are worth.

ED'S WORKSHOPS AND EVENTS TO HELP YOU CREATE A PASSION PURPOSE DRIVEN BUSINESS

Ed's purpose, his passion is to help people save their marriage by assisting them in discovering who they are, find their message and create a purpose driven business around it using the core principles that will have you come from a position of excitement and power every day you jump out of bed

How to harness that power and use it for the greater good in your life, your relationships, your business and reignite that fire inside to turn it in massive profit. It's the secret of all entrepreneurs who *"have it all"*

If you are ready to make a significant radical change in your life and learn how to Launch Your Infinite Power - Worldwide, then attend Ed's next workshops and event to learn how you can create a purpose driven business for your life, take care of the people you love, avoid the mistakes and struggle that most people go through in the world and are challenged with on a daily basis.

At these events, Ed will teach you the 4 Pillars of success through POWER PURPOSE, PASSION & PROFIT. It's these 4 Focus areas of life it's the CODE having it all! The love you have, the relationships you have and the money you have is fueled by the businesses that you run

It's a balance between your personal well-being, body and business.

Ed's event schedule is located at <https://www.LYIPInternational.com/ed-mercier-events>

LAUNCH YOUR INFINITE POWER
WORLDWIDE



CHAPTER 16: BUSINESS BUILDING BLOCKS

The following is what Ed found to be the corner stone and building blocks of creating a successful business from scratch.

Develop Your Brand:

What is it that you stand for? Who do you want to serve?

Maybe you are a woman and want to help other woman feel beautiful and sexy again. Maybe you are a guy who wants to help married businessmen stream line their business so they have more with their family. Whatever it is to you, make it YOUR Brand. It's simple! Take a favorite picture of you that you like so much, insert it on a word document, insert a text box over the photo and write in your brand. Then right click on the text box and format it so it doesn't have any fill or line color. Then change the font color so that it is clearly visible over your photo.

Create a MOVEMENT with your brand!

Your story is your brand. Use your life experience, your life story, your business story (the ups and the downs), your knowledge your skills. People love stories and you get to make them not just like you but love you through the power of your story and through your story that matches their internal and business struggles is what will make them want to work with you. Your potential clients are the hero's (not you). Allow you potential clients and customers to see where they are and the life they will have once they start working with you.

When you connect with your ideal clients (the person who is very similar as you and the problems that you have experienced or currently have), YOU are the very expert qualified to solve their problems because you already know what they WANT and what they don't want.

Tell your story in such a way that it connects with your ideal customers/clients problems before you found the solution to the problems you were experiencing (needing more money, more time, more Fulfillment in life). Tell the story that ALL of your customers/clients want to share with everyone they know!

In business, always expand your knowledge with branding, marketing, advertising, story-telling, personal growth and business growth. As you increase your knowledge, you increase your value and can help more people throughout the world and by doing this you improve your life personally and financially exponentially.

Tell your story whether in text or video and do it with enthusiasm! When you raise your level of vibration and you are happy, your business will improve, your health will improve and your relationships will improve.

Believe in yourself, believe you can do it and pass on your belief to your potential customers and clients. If Ed Mercer can do it, so can YOU!

Here is the key to your success in your story.....

If your story can trump the story that is already going on in your potential customers/clients head, you abolish their excuse's, they become inspired and want to do business with you.

Launch Your Brand with Business Page:

Create a Facebook business page with your brand photo and post content daily that your idea clients will adsorb and love it. Make sure you have clarity of who you can help and want to help. If you are all over the map, I want you to realize that not everyone wants what you have. Narrow down your focus to only those which have a specific problem that you can solve for them.

Monetize Your Brand:

Ensure your clients have a way to work with you by purchasing your product, event tickets, coaching program and eventually mastermind retreats. This is where you will need a website with a check out button so you can allow orders to be processed without you actually being present to make the sale.

Demonstrate Your Value:

The best way for your ideal client to WANT to work with you is by demonstrating to them how you can solve their specific problem. The best way that Ed found to demonstrate this value is through an online sales funnel. A sales funnel allows you to record you in a live video showing and speaking to your ideal clients who enters your sales funnel exactly how you can help them solve their problems. A sales funnel is commonly done through a webinar and during the webinar you have the ability for your offer to be presented to your attendees at the specific time stamp in your webinar. This allows them to see, choose and purchase your offer directly from the webinar.

CHAPTER 17: GETTING ALL THE LEADS YOU COULD EVER WANT (PAID & FREE METHODS)

ATTRACTING CLIENTS/CUSTOMERS TO YOU USING PAID ADS

This is where paid social media (Facebook, YouTube, Linked In and google advertising comes into play. With paid ads, you can place your online sales funnel in front of the exact person you want to see it based on demographics, where they live, people they follow, the groups they hang out in, their specific interest, their age group and their behaviors, the videos they watch and the people they follow.

Whatever industry you are in, there is a group for it on social media. So, how can you get your message into these groups?

1. Join the group and post inside the group. But, what do you post? Inside these groups is where everyone is selling their product service, offer or opportunity.
2. The way to make an impact in the groups is to be different by posting valuable content that people in your specific industry can learn from (without any links to what you are selling). Business page are typically restricted from posting in these groups and you cannot specifically target groups when running paid social media ads. So, how do you get around that?
 - a) Make a post on your business page of the valuable content that you want to share with your specific industry.
 - b) Share that post to your personal profile from the share button on your business page.
 - c) Go back to your business page and hide the post from your timeline.
 - d) When you are reading to use paid social media advertising, use the ad center from your business page, select the video or content that you used to share from your business page, to your profile page and then shared inside the group.
 - e) In the targeting feature when setting up your ad, select the custom audience and tell Facebook to show your ad to everyone who has engaged with your post. This allows your ads to get distributed to them from your paid ads and to who are members of the group in the specific industry you are in.

Your business needs attention to be massively profitable and it will as long as you have an irresistible that gives out more value than the purchase price of what you are offering. If you are only using your personal social media profile to grow your business, it will take way too long for you to achieve freedom. With paid ads, you can have freedom in less than 30 days. All you have to do is make more money per month in your business than you are making in your job. Paid advertising gets you there!

BIG companies with huge budgets are no longer the ones who can massively gain attention to their brand. Nowadays, the average person can develop their brand page, pay as little as \$5.00 per day just sharing valuable content to a specific audience, get them to know you, like your business page and then trust you from the additional valuable content that you have produced that talks about the solution to their specific problem. Just getting 1000, 10,000, 100,000 or 1,000,000 people to know you, like you and trust you builds credibility and they will purchase from you.

So, rather than selling your offer from your paid ads, just deliver content, get them to your business page and sell your product, service or offer from there. This is how you significantly launch and monetize your brand using a small advertising budget, while others are spending WAYYYYY more on their ads to get people to click their link so they can sell them on their product, service or opportunity.

How To Ethically Steal Your Competitors Traffic They Paid \$1000's Per Month For

You've seen it! People spend \$1000's and 10's of \$1000's every month (bigger brands spend even more) to attract their potential customer/client to their product, service or offer.

Once your business page is setup with valuable content that will solve your ideal clients problems, connect it with a new profile page (a new profile page that you want to fill with 100% of your ideal customers/clients as those who can benefit from your product, service or offer) that is congruent to your business brand page. All you have to do is give more value and inspiration than others.

As you see these advertisements that people are spending \$1000's per month and per day to attract their ideal customers/clients that are in your specific industry add the people who engaged with a heart to your new personal profile. These are the hottest people to connect with. Once you have delivered valuable content of your new personal profile and people are engaging with your content, go to your business page and invite your new friends to like your business page. Now they will see and engage with your content on the business page. From there, you can sell your products, services, offer and event tickets to your next event (your business page has an event tab that allows you to create an event).

Many people attend events to learn how to be successful in their business or specific niche. Social media influencers create events from their business page all the time. Companies have a business page on social media and they too schedule events on their business page.

Just searched Arbonne for example: When you go to their business page and visit their event tab, you'll see everyone on social media who attended or were "interested in attending" their event. Many of these companies have 1000's of people who responded to their events. Add these people as friends and then every 7 seven days go to your business page and send out invites to your new friends to like your business page. This is how you generate leads for your specific niche when you are on a budget.

Get Attention, Keep Attention!

It's not enough to just get attention to your new profile page of your business page. You must also keep attention by writing or going live everyday with valuable content that your followers will absorb. If you do not produce valuable content daily for your followers to engage with, you will lose their attention and your efforts will be wasted. You want your followers to get to know you through your content, your story, your life and then they will want to do business with you.

Not only will this allow you to get attention and keep attention but it will organically get you more attention because people will like, comment and share your content with their page which attracts even more attention to you, your product, your service and your opportunity.

No matter whether you are using these methods or paid ad methods, it will require you to show up daily to provide valuable content to your audience. The more people who know you, like you and trust you, the more money you will make and escalate your influence in your specific industry.

Advertising Out-side Social Media

Another great tool is <https://www.alexacom/topsites> . Here you can find high traffic sites (the lower the Alexa ranking, the popular the site is and the more traffic it receives.) Look for sites that are congruent to what it is that you do and have a ranking of 1000 or less. Then, buy ad space on that site and you'll get a ton of traffic as long as you have a high interest ad with a banner. You can get a banner for your site at www.20bannerads.com

Create content ads that provide your message and value to your ideal client without any business links. When you do this, social media rewards you for paying to deliver value in the market and it will significantly reduce your ad spend while all others are spending 10 times more to sell their product, service or offer. Run your ads from your business page. When someone engages with your post, they will like/love/comment your post from your business page which gives you more credibility to your business page. Additionally, your business page will show you who engaged with your content ad and allow you to send them an invite to like your page. You then create a following on your business page to who you can offer your product/service or offer to from your website.

Your Story Matters!

Everyone likes a comeback story. So no matter what you are going through or have gone through, there are a million other people going through the same thing right now.

When we are going through our story (living it), we don't understand how something so bad could be happening to us, we can't even imagine that like is ACTUALLY happening for us! Little did Ed know that his most devastating time of his life would end up being his biggest asset? His story has been read and shared in just about every country, has allowed him to make a significant impact worldwide and has made him more money than he could have EVER IMAGINED. All from a single story that back then was one of the worst times of his entire life!

All you have to do is be a couple steps ahead of where they are to teach them and deliver powerful educational content without "GIVING" away the farm. You need to keep information that people need & want and will purchase it from you. They IS your golden value and this is where your money is at.

Tying It All Together

You create a website, membership site to host your training videos/tutorials, purchase a webinar service, record your webinar and attach it to your website, run ads from your business page, send out your offer from your business page, your followers click on your website link, opt into your sales funnel, product, service or offer. They watch and listen to you as you demonstrate how you can help solve their problem, they are presented with your offer and make the purchase. Once the purchase is made, they automatically get redirected into your membership site where they can get and process all of your valuable content that "DOES" solve their problem.

Once you have your new customers and clients, PROVIDE them with real-time live support to help them get through your steps for success so they can get a specific results as fast as possible. This is what you want! As you grow your customer/client base and they are learning from you, they will LOVE YOU!

Ask them what is their biggest take away with your product or service and ask them to do a 30 second live video on your personal profile and then share it with your business page. The more "live video testimonials that are posted, the more other people will want to buy your product service and offer and your continuing new followers will see them, engage with them and want to buy from you. This is the CIRCLE OF SUCCESS" and it becomes perpetual/ever evolving.

Videos showing you how to tie all this together are located at:

<https://www.lyipinternational.com/backdeckmillionaire>

WOMEN

The MAGIC is within YOU, your core ENERGY, intuition, excitement and CREATIVENESS that you OWN!

Bring out that POWER INSIDE of YOU and see what YOU are made of.

What you do to achieve RESULTS is because what you are doing is AUTHENTIC to you.

Ed can give someone all the tools needed for success, but THAT DOESN'T MATTER!

What matters is.....

"SHOWING THE WORLD WHAT YOU GOT, what you have to offer with your BRILLIANCE that can change people's world"

STEPPING into your CREATIVE greatness and JUICIEST POWER that you are holding inside of you.

YOU'VE been BLESSED with abilities your entire life!

Women, USE that feminine POWER and ROCKSTAR personality that you OWN.

I work with you to PULL that AMAZING genius out of YOU.

To HELP see that creative light that I know you have.

You KNOW you WANT more, BE more and DO more.

It's YOUR life.

Use it the way you were DESIGNED rather than how others have MOLDED you.

You are MORE POWERFUL than that!

MEN...

You want to finally create that business you love?

Use your God given ability to create?

Impact the lives of other men around the world and create a brotherhood that you just can't buy?

Gain the respect and love again from your spouse?

Have the time to rekindle that relationship with your children?

If you are not getting the results you want in your business it because you are operating someone else's business that you are not passionate about.

How about using that fire inside of YOU to create a business you LOVE?

You are powerful!

You have the creative juices inside you to create results on demand!

You know you can be more, do more and have more!

Ed work's with you to pull that POWER out of you AND set your soul on fire!

Help you understand your ability to lead, be powerful and pull that ROCK STAR personality that you've buried inside of you too long!

Are you ready to be the man, be the leader, be the hero to yourself and to others.

Let's do this!

No more playing small, No more thinking you can't do it, No more wishing on a prayer!

It's your life!

Let's make the best of it!

Ed's master class WILL help you uncover who you are and to start showing up as the person you know you can be!

It's YOUR Time! Ed has a recipe cooking for you that will IGNITE YOUR LIFE!

Ed Invites You into His World

**You Can BE, DO and Have ANYTHING You Desire.
Make Sure You REALLY Live While You Are Alive!**

~ Ed Mercer ~

The Back Deck Millionaire

www.LYIPInternational.com

www.Facebook.com/ed.mercer.73

Launch Your Infinite Power – Worldwide with Ed Mercer

<https://www.facebook.com/MERCERSECTOR/>