

GUIDE TO CREATING A CASH MACHINE FOR LIFE

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LORAL LANGEMEIER is a financial strategist and self-made millionaire. She is the founder of Live Out Loud, a coaching and seminar company. Ms. Langemeier is the author of *The Millionaire Maker* and *The Millionaire Maker's Guide to Wealth Cycle Investing* and co-author of *Guerrilla Wealth* with Jay Conrad Levinson. She has developed several training and coaching programs for Fortune 1000 companies including Chevron, Franklin Covey, Home Depot, Marriott and Dupont. Loral Langemeier built her first business in high school, and by the time she was 34, she'd established a multi-million-dollar portfolio of properties, businesses, gas/oil and notes.

The Web site for this book is at www.liveoutloud.com.

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MAIN IDEA

You can't save your way to genuine financial security or get there by cutting costs. It simply cannot be done. Instead, you should work to earn more by starting your own viable business on the side which harnesses the skills you already have for greater financial gain. As you build a reliable team to make this happen, you can build your wealth even if you choose to keep your 9-to-5 job.

In simple terms, you have to build and operate your own "Cash Machine". A Cash Machine is a legitimate and legal business venture which:

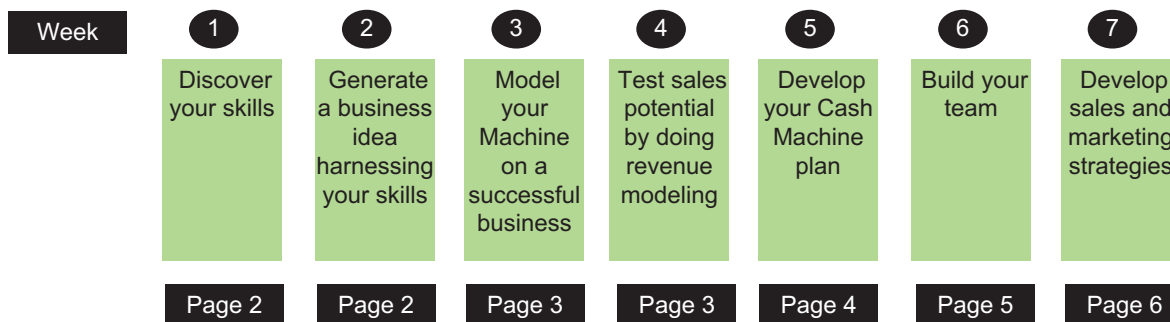
- Uses your personal business skill set.
- Is modeled after a similar business which has already been proven to be highly successful.
- Gets developed within a matter of days or weeks rather than months or years.
- Takes full advantage of the acceleration benefits of effective teamwork.
- Generates immediate cash which you can use to increase your personal wealth.

Wealthy people aren't any smarter than you – they just do things differently. Instead of planning on how to manage their debts better, they focus on expanding their lives by making more. By building your own Cash Machine, you have the opportunity to build a solid business asset which can create an expansive, empowering life for you and your family.

"Traditional teaching of entrepreneurship suggests that you begin with an idea. Not here. We begin with what you already know so that you can get going and make money immediately. You may not realize it but you already have the skills, intelligence and energy to build something valuable. The only thing you don't have is the way, the right way, to make a lot of money from what you already know. The good news is that it's never too late to start. With a Cash Machine, you will learn to earn and make money – fast. The Cash Machine will help you do just that. The cash flow from your Cash Machine seeds your assets and fuels the Wealth Cycle. In order to be wealthy, you need a Cash Machine."

– Loral Langemeier

Cash Machine Action Plan – Seven Weeks to Sales



Rounding Out Your Entrepreneurial Skill Set



Once you've got your Cash Machine actually up and running, you're then ready to move on to learning and understanding the entrepreneurial skill set. These are the five essential skills it takes to own, build and run any business, large or small.

The seven week action plan to get your Cash Machine established and generating revenue actually gives you a good working knowledge and grounding in the management, marketing and sales skills sets. You now need to add some expertise and experience with operations and finance because these are vital skills in being able to run larger enterprises.

Once you have a good grounding in these five skills, you then need to learn how to accelerate and expand your Cash Machine and develop a viable exit strategy. When you understand and have these skills, your entrepreneurial skill set is complete.

