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AmaVuy

BUSINESS

**You will
learn how to
make
more than
\$1.527
on Instagram**

AmaVuy

Introduction

I want to help you understand how to maximize Instagram, find new & interesting accounts, make new friends, gain more followers and actually make money from this platform.

Let me be very clear, my success and my students success is not luck, it's strategy. I have spent the last two years analyzing and constantly testing every detail of how Instagram works, both on Apple & Android devices, and that hard work has propelled us to thoroughly maximize & master Instagram.

Due to my success and my students' success, I've been overwhelmed by people, small businesses and even large companies wanting to learn these techniques that I am now proud to share you. These guides will provide you with all the basic steps you will need to create your own Instagram account, grow your followers, make new and interesting friends and even make money in the process.

You can grow your followers rapidly and immediately start making money using Instagram whether you have 50, 500, 5,000 or 50,000 followers.

In September 2015, Instagram presented its latest user count confirming it had passed 400 million users, surpassing Twitter (320 million) and SnapChat and Pinterest (both with 100 million) with over 80 million photos posted per day.

Instagram has only been in existence for 5 years and it took Facebook almost 7 years to accomplish the same growth. In terms of social networks, Instagram is still extremely new, yet currently has the fastest growth rate and above average engagement of any social network.

Instagram is a critically important social network. The photo-sharing app is not only important for retailers, restaurants, or travel companies; as one of the most effective brand-building tools available today, Instagram is increasingly important for every business man or woman.

If you do take Instagram seriously, it can open up a world of opportunity for your brand. Forrester has named Instagram the "king of social engagement," citing the fact that top brands' Instagram posts generated a per-follower engagement rate of 4.21 percent. That means Instagram delivered these brands 58 times more engagement per follower than Facebook, and 120 times more engagement per follower than Twitter.

NOW is the time to create and grow an Instagram account to take advantage of its growth and money making abilities.

Instagram Intelligence Report evaluated the world's top brands across several niches. According to the report, the frequency of the posts by these brands on Instagram has increased 23% over the last year, with the average frequency of nine posts per week. During the same time period, brand posts on Facebook has decreased, from an average of eleven posts per week down to eight posts per week. More and more major brands are also seeing the potential that Instagram offers over Facebook or Twitter.

In countless tests with my students, my own accounts and dozens of brands that I work with, engagement levels, product sales and commissions on Instagram tripled those that were posted on Facebook and quintupled engagement and sales of products posted on Twitter.

Three million U.S. teens abandoned Facebook between 2011 and 2014. The same teenage demographic now asserts that Instagram is "the most important" social network.

Instagram's users scroll through a chronological feed of images and videos posted, and therefore, having well-curated and strategized-ahead-of-time content that is attention-grabbing is extremely important to your growth and income success. Utilizing my techniques, you can make a full-time living on Instagram whether you have your own products or want to promote other products that you believe in. I will walk you through step-by-step exactly what you should post to get the most attention and make the most money in only minutes per day.

Early adopter brands, and individuals on Instagram are benefiting from Instagram's organic – and currently free – unrestricted delivery of their content to their followers which is key to their popularity and monetization growth. In order for these individuals, small businesses and brands to have the same reach and engagement on Facebook and Twitter, they must pay to "boost" their Facebook posts and advertise using Twitter ads, both of which can start out small, but become very expensive very quickly before you see real traction or sales. Even then those advertising dollars do not guarantee that your content will be popular or make much or even any money so it's often a money-losing proposition and a major turn off. But people and small businesses still do it, and experiment with different strategies because they want to "try" social media marketing and not "miss out" on this hot trend.

These people and companies are definitely on the right track exploring social media marketing, they're just on the wrong social media platforms. Just because Facebook and Twitter are the biggest social media networks in the world doesn't mean they're going to help you, your company or your brand thrive. And to grow fast, make money and become popular in these crowded spaces where there's

very little overall user growth and far too much advertising and promotion already, too much money is required. And remember, even after people spend that money on Facebook and Twitter promotion, there are low odds of success.

Since Facebook owns Instagram, it's logical to believe there will eventually be a similar advertising platform where only those people & companies that spend great sums of money will be able to gain many followers, and make much money, very quickly, but that has not happened yet...and their early attempts at introducing the Instagram advertising platform have been minimal. That's a GOOD thing for you and me and! There's so much opportunity right now, for the next few years and this is why you **MUST SEIZE THE OPPORTUNITY RIGHT NOW** to grow your following and make money while the opportunity is greatest...and cheapest!

Let me begin to teach you how to grow your Instagram account & make money

Step 1: Choose Your Device.

- **Android or iOS?**

Instagram by design only legally allows its users to upload photos via a mobile device (phone or tablet) that run the Android or iOS Instagram app. I use both devices to manage my accounts, favoring Android for its increased productivity that I will outline in detail.

There are only 2 aspects that iOS devices excel at over Android devices when it comes to Instagram:

- Image processing
- Image capturing capability.

Both Avatar (profile photo) and photos uploaded to Instagram from an iOS device have better anti-aliasing, which means a slightly sharper resized image for your profile picture. I notice this the most when uploading profile photos, so if you want your profile photo/logo to look the best upload it **with an iOS device**. It goes

without saying that the iOS cameras are superior to any Android camera (especially in low light), so if you plan on taking live photos to post, then iPhone 6/6+ is going to yield the best photos!

The biggest shortfall with iOS that negatively affects my Instagram workflow and productivity is the inability to directly access a cloud based storage drive from Instagram (when selecting a photo or video to post). When you have multiple ad partners sharing DropBox/Google Drive folders with their content, this becomes a major headache for iOS users because you have to open DropBox/Google Drive

separately and export the photo/video to your Camera Roll first before you can use it in Instagram. DropBox/Google Drive also allows for easy access to photos you've edited or curated on your laptop/desktop and want to quickly post on Instagram.

Step 2: Mobile Apps.

- **SwiftKey Keyboard App**

The next major productivity tool essential is the SwiftKey app (iOS & Android). SwiftKey is a predictive keyboard app that does 90% of my captions for me. Install it and link it to your Gmail account, teach it some predictive text (@usernames, captions, #hashtags) and then access your predictive keyboard list from any future mobile device. This has proven to be one of the most valuable apps I depend on as I scaled up my Instagram Empire from 2 accounts to 25 accounts all by myself.

- **Watermark Apps**

If you create your own unique high quality content, then I highly advise you watermark your photos. It helps you establish and reinforce your brand/logo and curbs blatant photo theft, which Instagram is plagued with.

I have been using Add Watermark Pro (paid version) for my Android watermarking needs since I started playing with Instagram and have no reason to use anything else. It is simple to use, allows for easy size/transparency adjusting, batch watermarking and the quality of the watermarked photos is equal to the original photo. It also has NEVER crashed on me!

As for iOS, I use iWatermark (paid version) that gives the same results and features as Add Watermark Pro.

Watermarks should be small but visible. I am much more likely to share a photo on my network that has a small clean logo than I would a larger one that takes away from the image.

- **Cloud Based Storage**

DropBox & Google Drive are the two widely used cloud based storage utilities used by Instagram power users. If using an Android device you have an added advantage of being able to directly access photos/videos stored in your cloud storage when selecting a photo while in the Instagram app. **I highly recommend you take advantage of this functionality where/when it makes sense for you.**

- **Communication Tools**

Instagram communication depends on page to page. Some people list their email addresses on their BIO (**remember NOT to list the email address you used to**

create your Instagram account) while others don't but will respond using Instagram Direct Messaging platform (DM).

Kik Messenger has become the default Instant Messaging (IM) app to communicate with other Instagram account owners.

It allows you to remain private (doesn't show your phone number) and requires you to select a unique username to represent yourself. Most Instagram accounts have their Kik username is the same as their Instagram account. You can also create group chats. Be careful when communicating by KIK, not everyone who has a page owns his or her username on KIK. The safest way to know if you are actually

communicating with the page owner is through Instagram DM (Direct Message), or the exact email or KIK username listed on their BIO.

Step 3: Instagram Setup.

- **New Email Address**

Before you start to create your first (of many) Instagram accounts you need to setup **2 NEW email addresses**. There is no substitution for this. This is a hard Requirement. Create 2 simple NEW Gmail email address. It's ideal to have a Similar email address to the Instagram name you are going to create (for branding continuity) but not essential. Just make sure they are clean, short as possible and professional. Avoid using "_" or "." in your email address as it can translate into errors when people try to reach you, and ultimately lost revenues.

Why 2? Because 1 you are going to use to register your Instagram account and not tell anyone about that email address. Then you are going to list the other one on your Instagram account for people to reach you at for advertising or partnership inquiries. You never want anyone to know what email you used to register your Instagram account as it increases your vulnerability to hackers. Trust me I have seen and experienced everything. Do this and you will be hack proof!

Make sure the passwords to your new email addresses are strong and different than each other any of your previous passwords for anything online. Never give these password to anyone it's your lifeline and 1st level of security. If you adhere to this rule I can ensure you never loose your Instagram account to a hacker! Yes you heard that correctly, I say this with 100% certainty.

You might think it will be a pain to manage several email addresses, but Gmail has evolved and makes managing multiple Gmail addresses without having to

always remember the password. Furthermore, if you use Hotmail or Yahoo or any other service as your main email and only ever want to check that account, then just forward your new Instagram Gmail accounts to your main email address. This way, anytime someone emails your Instagram email (which you will list in your Instagram account Bio) these emails will always be forwarded to you. And because you have that account locked down with your strongest unique password, no one will ever be able to hack it. You can sleep stress free knowing that your future moneymaker will always be safe as you grow your account day after day.

- **New Instagram Account & Username**

Now you can create your first Instagram account using your new highly secure email address! Your username should be as short as possible, yet as descriptive as possible to accurately describe what your page is all about. Keep in mind that your username has 50% to do with people searching for accounts to follow. Make sure you choose a DIFFERENT PASSWORD than your new email address. This is your 2nd level of security. Do not share this password with anyone. EVER.

Try to avoid using "." in your username. It's a complete pain in the A\$\$ for people using predictive text programs like Swiftkey. If you must use a separator to get the desired username, use underscore "_" and never more than 2. Do not ever use 2 of these underscores "__" in a row, it's extremely confusing and makes your account look amateur.

Also Note: Per Instagram's Terms of Use

12. You must not use domain names or web URLs in your username without prior written consent from Instagram"

- **Bio**

On to writing your Bio! Your Bio is your chance to sell yourself and your account to attract new followers. Every new potential follower that comes across your account is going to spend only a couple seconds evaluating your page. They will either scan your Bio to checkout a couple of your posts (to see if you post quality content), or they will just post spam ads and decide if you deserve to be followed. Keep your BIO short, descriptive with proper spelling and grammar and go easy on all those emoji's, they make your account look amateur. If you want to have bullet points and maybe line spaces to make your content look clean use a notepad app on your page to format your Bio how you want it to look, then copy and paste it to the BIO field of your Instagram profile. Limit your Bio to 4-5 lines so that your BIO doesn't take over your profile page and push all your home page photos so low that users have to scroll down to see your first row of photo thumbnails.

- **Avatar / Profile Photo**

Next to having an impactful Bio, your Avatar/Profile Photo visually reveals more about you and your brand to your potential followers. Keep your Avatar simple with little to no text. If you must use letters to abbreviate your page name, use a clean simple font. Regardless of what device you are going to be using to manage your account(s), please upload your Avatar **using an iPhone/iOS device**

with picture resolution of 1080 x 1080 pixels as it will ensure your profile picture is razor sharp, high definition without aliasing. Also, consider how your Avatar will look in your follower's news feed. Again, the simpler the design, the more effective it will be to maintain your brand when a users sees it on your post in their Instagram feed.

- **URL Link**

The final piece of setting up your Instagram account is adding a URL to your Bio. This is the only click/linkable URL that Instagram allows on each of our profile pages, so lets use it to our advantage. Unless you are proficient with your own website analytics, I highly suggest using a URL shortening service such as <http://bit.ly>, which allows you to shorten a URL to a custom Bit.ly link and will also track the number of clicks it receives to provide you with valuable feedback. If you are going to use a big long Affiliate URL, or even a YouTube URL to a specific account or video, then please use a URL shortening link. There is nothing more amateur than seeing some long URL in someone's Instagram profile. Keep it short, keep it clean and keep it professional if you want to be taken seriously.

- **Public Vs. Private Account**

If you want to run an account with the goal to establish your brand/account and make money, then keep your account PUBLIC. There is nothing that turns off potential followers than arriving at your page and having to follow a PRIVATE account to see what you post. If you are running a personal page then you might want to consider making your account PRIVATE in order to shelter your personal information from stalkers, weirdo's and the Internet in general. You never know who is going to use your photos for what reason.

- **Telephone Number**

Next to your brand new email address you created (the one you created solely for your new instagram account), your 2nd level of protection is to add and link your smartphone telephone number to your Instagram account. Adding your telephone number into your Instagram account profile adds another level of security in the event you lose your password or get hacked. Instagram allows you to do very quick SMS text message password reset directly **from the Android app BUT NOT from an iOS app**. If you have an iOS device, make sure you have a good friend on speed dial who can initiate an SMS reset for your telephone number on their Android device. Hopefully iOS will add this functionality.

Step 4: Posting Content To Instagram.

You are now ready to post photos and video to Instagram!

- **Photo & Video Sizes**

Given that Instagram originally forced us into using a square based photo (due to the mobile nature of their app), it's best to use that entire square crop real estate to wow your followers with an edge-to-edge "full bleed" photo or video. This is also known as a 1:1 aspect ratio. This means no white/black bars above/below/side of your photos to mimic the square crop format from whatever aspect ratio you are using on your DSLR camera such as 4:3, 3:2, 16:9 etc. The minimum resolution that Instagram uses in their photo uploads was 640x640 pixels.. This means that any photo you upload to Instagram should be no smaller than 640x640. Now, you should ideally use 1080x1080 pixels for all your photos to ensure they are in line with Instagram's latest size/resolution updates. This will allow you to deliver the highest quality photo experience to higher resolution mobile screen resolutions. Remember content is king!

- **Captions**

Captions are extremely important. A caption can make or break even the most spectacular photo or video. A poorly written caption can make you look like an amateur, while a clever/witty/proper one can transform a mediocre post into a viral one. This will help boost the average engagement of likes & comments, which ultimately results in new followers.

Captions can be long or short. It really all depends on your audience and the purpose of your account and posts. If you are simply providing your audience with photo or video content you might want to consider using less than 130 characters in your caption including no more than 2-3 descriptive #hashtags to ensure your caption are shown before the "more". If you want to use more #hashtags put them at the very end of your caption.

The number of lines in your captions shouldn't exceed 5-6 in order to ensure the effectiveness of your message or advertisement. Anything more and the user won't read it.

Update: In October 2015 Instagram has updated how much of the caption is displayed before it shows "more". Make use of these 3 lines and 130 Characters before the "more" to get your Call To Action visible. This will ensure that it's seen whether or not the user clicks on "more" or leaves a comment and scrolls up to read the expanded full caption.

Some examples of Call to actions are: "Follow @username", "Visit a www.website.com", "Click The Link in Our Bio". You can stuff all 3 of these

actions into the first 3 lines of your caption if you want to brand yourself or your advertisers! Keep it clean and short and use 1-2 Emoji's at most.

If you choose to use other people's photos, you should provide photo credits linking to their Instagram username in the caption and tag them in the photo. Remember that even if you post other peoples photos and tag and credit them, this does not ensure you will never be reported for copyright.

There is no exception for posting other people's photos without giving the photographer credit - NOT the page you stole it from. This will land your account in serious trouble and ultimately opens the risk of having your account disabled by Instagram. I learned this the hard way while I was black box testing the Instagram system early on growing one of my first accounts.

- **Hashtags**

#Hashtags are dead to me. They always have been. I grew every single one of my first major Instagram accounts from 0 to 11 Million Followers without relying on, or even using #hashtags.

Surprising, right? Well, the keys to becoming a top, and more importantly, money-making Instagrammer might surprise some given the mainstream "knowledge base" about Instagram.

In June 2015, Instagram updated their search functionality by displaying the Top 9 #Hashtags (based on # of likes and age of photo) for any searchable #Hashtag. I have been testing this out and I haven't seen any noticeable change in the number of daily followers or likes on my photos. As of October 2015, I continue to evaluate the impact of this change, but have yet to find any evidence that my Top Post #Hashtag rankings are contributing to growth or likes on those photos.

With the massive amount of photos being updated daily, and the number of spam #Hashtags being used, I have found the use of common high level #Hashtags to be useless when it comes to growing your account or scoring meaningful likes. Using hashtags to target specific niche keywords, descriptive keywords that fit your content or competitor keywords can be effective, but remember that using a competitors #Hashtag is free branding for them.

Use less than 2-3 #hashtags in your top of captions and if you must plague Instagram with more put them at the bottom of your caption so they are hidden below the "more". Remember, your posts and choice of #Hashtags will reflect you, and more importantly, your brand.

If you're posting a photo of a red apple, don't just use #apple as your #hashtag; use a more descriptive one such as #RedApple. By using two word descriptive

#Hashtags, your chances of attracting new users with specific #Hashtag searches will be more targeted and effective!

- **Tagging**

A great way of getting your photos noticed is to tag other accounts in the photo you are posting (unfortunately you can't tag a video the same way). Don't waste your time tagging irrelevant accounts that your photo has nothing to do with or they might ban you. Also make sure you check the accounts you are tagging so that you are not wasting your time tagging them. Some accounts turn off the ability for others photos tagged of them to show up in their "photos of you"

- **Posting**

When should you post and how frequently should you post? No matter what time zone you are in, it's essential to post during peak time to maximize exposure and growth. Using the New York (ET) time zone here in North America as my example, I have found that the hottest times to post are first thing in the morning, between 8am-11am; in the afternoon, between 2pm-4pm; and in the evening, between 7pm-9pm. I find my photos perform the best and yield better engagements during these time slots.

- **Frequency**

When you start your account from nothing, I suggest you post 1-2 photos a day: one in the morning and one in the afternoon or evening. When you reach 5,000 followers, you can do 3-4 posts a day, followed by 4-5 posts per day when you hit 10,000 followers.

Once your account is over 1000 followers you should have a stable sense of what your avg. number of likes per photo is. You can quickly calculate this by adding up the total number of likes of your last 10 posts and then dividing by 10 to get the "avg. # of likes per photo.

As an example, if your "avg. # of likes per photo is 100 likes, then after you post a photo and it hits 50 likes, your followers and Instagram are ready for your next post. Just remember that as your post frequency increases the chances of losing followers' increases. So take it slow, focus on posting quality content, with relevant short captions and hashtags and interact with your followers and commenters. When you want to increase your daily number of posts, add in 1 photo per day for a couple weeks and see how that affects your total # of likes and comments and most importantly gain/loss of followers.

When an account reaches 100k-250k, I will post 6-8 photos per day; and when the account reaches 500k, I will post 10-12 photos per day. My largest account, which has over a million followers, will be posted to hourly - usually 14-18 posts a day.

While I have the ability to grow my accounts using my larger accounts that have millions of followers, it's no different of a strategy than if you were paying a larger account to promote you or just growing your account organically.

- **Scheduling Apps**

Hootsuite and Latergram are my two favorite apps that allow you to setup photos + captions ahead of time and then get a notification on your phone to post at a time you have setup. These apps won't post for you but will push your specified photo + caption into Instagram where you can edit the photo and paste the caption into the post before hitting post/share! These apps are extremely helpful and allow you to setup an entire day or weeks worth of posts (via laptop or mobile) ahead of time. All you have to do is click on the notification (for whatever specified time you have setup the scheduling for), enter the caption (via paste function from your clipboard) and hit the post/share button!

- **Engage Your Audience & Peers**

I highly suggest you start engaging with your followers as soon as possible. As you start engaging with your followers others will see this and want to join in on the conversation.

Several ways that you can do this is by asking them questions in your captions to see what content they want to see, or what they like about the photo/content you are posting.

You should also be reading and monitoring your comments during the first 5-20 minutes of each post. This is when many people will attempt to troll your account, or other users. I have a zero tolerance for users who spam, swear or bully. I immediately ban first time offenders and delete their comment trail in order to keep my posts and account clean and professional. A page that isn't monitored or managed is a turn off for ANY ADVERTISER!

Step 5: Analytics.

There are several different Instagram analytics tools available for you to get more information about your account and your followers. The three free ones for personal/business that I use and recommend you check out are:

Iconosquare.com, **SocialBlade.com** and **SocialRank.com**. All three use the Instagram Connect login module, which means that when you login to these sites with your Instagram account, you are logging in as safe as you would be to your Instagram account on the Instagram app.

- **Iconosquare.com** shows you a full suite of statistics about your Instagram account such as top followers, posting frequency, engagement, account growth, popular posts etc. I use it to see my Geo graphic breakdown of my followers so that I can better determine what to sell them and when/what to post based on global time zones of my followers. I also use it to browse accounts at a high level

to quickly determine how many average likes their posts get relative to their account size. By bringing up an account of interest, I can immediately see how many likes/comments their last 20 photos got and quickly calculate their average engagement per post. I can also see how many of their posts hit the PoP/Explore page, which is shown by a golden star next to likes/comment count.

This average engagement of likes per photo is extremely helpful in determining which accounts are going to give you the best results (views, engagements, comments) for your dollar. For example if you had an account with 100,000 followers and their average photo gets 1000 likes, this would mean their account sees an average of 1% engagement likes per post. However if you came across another account that only had 50,000 followers and their average photo also gets 1000 likes, their account sees an average of 2% engagement likes per post. The account with 50,000 followers probably charges you less per post (to advertise) than the 100,000-follower account, and yet you would be getting a better deal with the 50,000-follower account. Keep this strategy in mind when evaluating whom to advertise with, as it will help you stretch your budget when growing!

It also allows you to view your posts and filter them by number of likes and comments, which is an easy way for you to see what type of posts/content is best performing on your account.

- **SocialBlade.com**

shows you growth/follower statistics about any account on a granular daily/monthly level. It also gives you the ability to see how many people they follow/unfollow and how many posts they post/delete. Growth is another very important metric that I use when evaluating an account against other accounts. One thing to keep in mind is that when an account grows (especially in the 100,000-500,000 follower size), their average likes/comments per post should grow as well. It's easier to see this with smaller accounts than accounts over a million followers. Accounts over a 500k-1M followers tend to have slower increases/gains to their average number of likes per posts as they grow due to their size and how Instagram distributes photos amongst your followers. As of October 2015, I am seeing just about every major page having less likes per photo that I did the last 2 years. Instagram is starting to throttle engagement just like Facebook did. Prepare yourself to have to "pay to boost" your content to get that original organic engagement we saw for the last couple years!

- **SocialRank.com**

Is another great tool that helps you better understand who your top followers are from an influential perspective. It allows you to sort and view your followers as; most valuable, most engaged, best-followed etc. It allows you to search your followers BIO for keywords, search location of photos and hashtags.

Step 6: Growth.

Growing your account organically by posting quality content takes time. Gone are the days when you could create an account in a new niche and grow quickly because you were the first one. This doesn't mean that it's impossible, but it's definitely harder now that there are so many niche accounts. Growing your account organically is easier once you have established your account. I find that once an account hits 50,000 followers, organic growth gets easier and easier.

So let's kick start the growth and throw some fuel on the fire in order to get your account up and running quickly.

The quickest way to get your account up to 10k, 50k and 100k+ is to pay larger accounts for shout outs. Keep in mind you get what you pay for, so make sure you are paying accounts that would have a demographic you are interested in for your page. There is no use paying a highly dominant female oriented page for followers/shout outs if you want to market and sell male oriented products.

A major factor that will contribute to the number of followers you receive and retain from a shout out will depend on how professional your profile looks. You can maximize this potential by choosing a great avatar/profile picture, a simple professional bio, and high-resolution photos. Pricing varies from account to account as well as from niche to niche, so shop around and see what pricing some of your favorite larger accounts charge to help promote whatever account or niche you are going to enter!

Do not give your account login/password to anyone claiming to be able to get you thousands of followers for cheap. People offering these services will attempt to steal or pollute your account with fake followers, which will lead to your account being disabled by Instagram. Just like anything in life, there is no FAST WAY to achieve anything worthwhile. If someone's offer to grow your account sounds too good to be true, it's probably a scam!

Another common way to grow your account is through participating in a shout out for shout out (S4S). This is where two accounts of similar size will promote each other's page in an attempt to help one another grow.

There are several apps and web services out there that claim to automatically grow your account by following and un-following a set number of followers (that you instruct it to from other major accounts) per day as well as automatically commenting on your behalf. I have never used these apps and highly recommend that you do not either. I have seen so many people using these accounts have their accounts disabled by Instagram when they reached 5k, 10k, 15k because of how these apps automatically follow/comments. I have never

seen anyone successfully use these apps to grow their accounts beyond 15k-20k.

before their accounts have been disabled for violating what Instagram observes as normal human behavior using their app.

Step7: Monetization.

There are several ways you can monetize your Instagram account, but the most important part is to understand when to start monetizing so that you don't interrupt or affect your account growth.

The first option and the least invasive option to monetize your account is to sell the caption space below your photo. This option allows you to continue posting high quality content that fits with the theme and type of photos you have been posting, while selling the caption space to feature and shout out another page to direct your followers to checkout and ultimately follow the @username you featured. Instagram just completed an update in which 3 lines of your caption are displayed. If you want to read more, you'll have to click on "more" under the caption. Users must now click the comment icon to see the full caption, so make those 3 lines as short and effective as possible to deliver your Call To Action and deliver results (followers, sales, clicks etc) to whoever you are selling caption features/shout outs to or they will not renew their spend \$ with your account.

The second option is to sell the URL link in your Bio. You can sell this daily/weekly/monthly, or you can sell this on a per post basis where it works in hand with caption-featured posts (like the first option above). Through the caption on your post, you would direct the user to click on the link in your Bio to visit a paying sponsor's page. These URL posts are usually negotiated to last anywhere from 6-8hours or on a daily basis with or without caption features.

The third option is to post other people's photos/videos or Ads along with a caption of their choice. These posts are usually negotiated to last for 6-8 hours (or longer) depending on whether the content fits with the account they're being posted on. This is up to the page owner and sometimes varies from account to account. Just about all of the advertising campaigns I run are on a monthly basis of 15 posts. The client gets advertised once every other day, making it seem less like a repetitive ad, yet building the clients brand one seed at a time amongst your followers. Today's social media advertising requires lots of patience. You must look at advertising on Instagram as a long-term strategy. You can't advertise for 1 month (with 15-30 posts a day per major account) and assume negative sales mean your product(s) won't sell. You have to drill the same message over and over to your followers with the same messaging, branding and @username to really build trust before gaining a new customer. Remember the amount of people that like your posts will be less than 1-2%. It usually takes 2-3 months for "new" products to really hit their stride and demonstrate Instagram's

incredible return on your budget (ROI). Some products sell out immediately due to their high relevance/demand to the target audience of the Instagram account delivering the Ad, and others that rely on male/female and age demographics, as mass market targeting should pace their budgets for at least 2-3 months before fully evaluating Instagram as a marketing channel.

The fourth option is to like another account's photo/video that was recently posted. For maximum results, this step is usually done in the first 2-3 hours of the post that is being liked. When you post a photo on Instagram, you can like up to 8 photos (not from your account). These 8 likes turn into 8 thumbnail notifications in your follower's activity. You can like 20 photos, but the last 8 photos you like will only be shown, therefore, the value of this step will diminish with a greater number of likes. By following this tactic, you can drive other people to the picture you like - influencer marketing at its finest. ☺

If you are personally representing yourself on Instagram and have grown a large following you might want to look into the various Influencer Marketing Communities that allow you to list your Instagram profile in various verticals where major brands look for Influencers to work with to promote their brands! You don't need to have millions of followers to become an Influencer Marketer on Instagram, just a nice following with great engagement. I have seen people with 10k followers make over \$100 per post to promote new shoes, clothing and alcohol! Checkout www.hashtagpaid.com, www.instabrand.com, www.speakr.com and www.snapfluence.com to name a few of the top communities to list your Instagram account.

In order to get a jump-start on how to find advertisers, look at other larger pages that are similar to yours (or that have advertisers that you see a good fit with your page and followers) and see who they are promoting or advertising. Then email those advertisers (look at the Advertiser's Instagram account or website for Contact Info) and introduce yourself and your page and see if they are interested in advertising on your account. You will need to email the Instagram account(s) where you first saw their advertising and see how much they charge so you can figure out a strategic and enticing price to try and get that advertiser to advertise with you.

HEALTH

Right Mindset
Healthy Recipes
Body Challenge

AmaVuy

A. Healthy: -Mindset

An entrepreneur doesn't need an MBA to be successful but there is a certain mindset an entrepreneur must cultivate to grow, understand and lead their business. Business leaders who attain this mindset are the ones who ultimately succeed. This mindset has four, intertwining aspects.

- **Anticipate failure:** In a study conducted by Duke University and the University of Southern California, 549 successful company founders said the most important reason for their success was their ability to learn from mistakes. Learning from failure is how we succeed.

An entrepreneur who makes it big on the first try is a rare story. The path to success is not straight. The road is full of potholes, the journey has many detours. No matter how meticulously you plan, you're going to make a mistake. Maybe more than one. Some entrepreneurs, fixated on the idea that they'll succeed on the first try, give up without a second try. By not anticipating failure, they failed.

- **Let go and delegate:** Richard Branson, one of the world's best known entrepreneurs, relies on a team of top managers to keep his businesses on track. He encourages them to pursue their ideas and provides the tools to succeed. He attributes Virgin's growth during the early days to his ability to delegate and let go.

Your business won't grow as much as it could before you admit to yourself that, no matter how hard you work, you can't run it on your own. A great idea can turn into a great business only when you find and trust the right people to help make it happen. Entrepreneurs need help accomplishing their goals. Hire great people to work in the business so you have the time to work on the business.

- **Stay curious, learn new skills:** Studies of Stanford alumni have shown that people with a greater variety of roles in previous jobs are more likely to become entrepreneurs. Not all entrepreneurs are experts, but successful entrepreneurs always have a broad skill set.

A successful entrepreneur thirsts for knowledge and enjoys learning. That keeps an entrepreneur effective and efficient. Entrepreneurs benefit from learning new skills and ideas they incorporate into their business. The smallest lesson learned can make a big difference in business.

- **Follow your instincts:** A survey by the Kauffman Foundation found 98% of company founders said the willingness to take risks is the usual stepping stone to entrepreneurial success. Successful entrepreneurs relied on their “gut-feeling” when it came to hiring people for their business.

As an entrepreneur, you will face new challenges every day. You will find yourself on uncharted territory where there is very little research or data for you to make a sound decision. This is where the gut feeling comes in.

Now I will give you the top steps of how to make a first million dollar having a right mindset.

1. Surround yourself with people who will stretch your mind.

Since Ryan was a little boy, he has dreamed of owning the Cleveland Indians. Now in his 20s, he realized that in order for him to turn his dream into a reality, he would need to come up with roughly \$500 million. For most people, the thought of having \$500 million liquid to buy a professional sports team is way beyond the range of what is possible. It was for Ryan too -- until he started surrounding himself with people who already played at that level.

He explained that, “You can imagine what it will take to accomplish that type of a goal and by having people at that level as your advisors, they can tell you exactly what you need to do. It may be just a subtle shift in one part of your business, but suddenly what you thought was potentially impossible becomes realistic.”

It was that concept of demystifying the impossible that inspired him to host a live event that would bring the people who inspired him together with the goal of helping the next generation of entrepreneurs.

What is your dream that is so big that the thought of accomplishing it seems impossible and maybe even scares you? Do you think you would be more likely to accomplish it if you had a group of advisors who were already playing at that level? If so, take action on forming relationships with them, and let them guide you the rest of the way.

1. Deliver unexpected value.

Your ability to increase your income hinges on your ability to deliver unexpected value. Most people think the only way they can add more value is by working harder or exchanging money. This is thinking too small. You deliver unexpected

value through the connections you can make, the time you can allocate and the problems you can alleviate.

Big opportunities open up when you building relationships with the right people with the right mindset, invest your time in your highest leverage activities and are a person who solves problems. Break out of the old mindset of thinking that you have to work harder or find a higher-paying job, and start developing the habit of incorporating these three things in your everyday life, remember you are the only boss that you have into your life and never forget this **"Your life is a book where you are writing with a permanent marker"**.

2. Choose your customers wisely.

The easiest way to fast-track your path to a million is to charge more for your products and services. However, when you tell someone to raise their prices, they often push back and say that the market doesn't allow for that type of increase. This is where you have to choose your customer wisely.

The price a customer is willing to pay is directly tied to the amount of value they receive. If your services deliver a 10 percent sales increase to company that does \$1 million in revenue, then you brought \$100,000 in value. If you deliver the same 10 percent increase to a \$100 million company, your value is exponentially higher. Would the first company pay you \$250,000 for your services? No way. Would the second? It is quite possible.

Sometimes what stands in your way from exponential growth is not you or your product. It's the customer you are targeting. Ryan learned this lesson the hard way. For a few years he had been teaching his business model to people who wanted to start their own companies and was charging \$1,000 for this information. A few years later, one of his students was teaching the exact same content but targeting a different group of people charging \$100,000!

Ryan realized that he approaching his target market trying to get as many of they to say "yes" as possible, instead of positioning himself as a solution to the elite segment of his market and aligning his pricing accordingly.

The result? He found a select group that was willing to pay 50-times more than his original rates. You will find your path to a million dollars a lot easier if you choose your customers wisely.

3. Invest for the long term.

So many people go for the fast and easy win. While this may work for some, you will find that results come a lot faster when you invest for the long term. I'm not just talking about stocks and real estate. I'm talking about how you spend your

time, the people you hire, the relationships you build, the products you develop, the structure of your company and the most important **your mindset**.

As Ryan tried to grow his business, he realized many of his struggles were because he was making decisions based on short-term results. Then he made a conscious decision to focus on what would be best for the long-term focus. As a result, he was able to attract better clients who he could actually serve and add real value to, which allowed him to raise his prices. This was when he broke the million-dollar mark.

How much money are you leaving on the table because you are not planning out far enough and laying the foundation for long term success? Incorporate these five steps, and you may find that making your first million is easier than you originally thought.

B. Health: -Healthy and easy recipes.

• Fig-Glazed Chicken Panini with Brie

Ingredients:

1. 2 teaspoons canola oil.
2. 3 (4-ounce) skinless, boneless chicken thighs.
3. 2 tablespoons fig jam.
4. 3/8 teaspoon kosher salt, divided.
5. 3/8 teaspoon freshly ground black pepper, divided.
6. 1 cup chopped Lacinato kale.
7. 1 teaspoon sherry vinegar.
8. 8 (1-ounce) slices whole-grain bread.
9. 1 small ripe pear, cut into 12 thin slices
10. 3 ounces Brie cheese, chopped
11. Cooking spray



Directions:

1. Heat a large skillet over medium-high heat. Add oil; swirl to coat. Add chicken to pan; cook 4 minutes or until browned. Turn chicken over; cook 2 minutes or until done. Remove chicken from pan; let stand 5 minutes. Cut chicken into thin slices. Combine chicken, jam, 1/4 teaspoon salt, and 1/4 teaspoon pepper; toss to coat.
2. Combine kale and vinegar in a medium bowl; toss to coat. Divide chicken mixture evenly among 4 bread slices. Top each with 3 pear slices and 3/4 ounce cheese; sprinkle remaining 1/8 teaspoon salt and remaining 1/8 teaspoon pepper over sandwiches.

Divide kale mixture evenly among sandwiches; top with remaining bread slices. Lightly coat sandwiches with cooking spray.

3. Return pan to medium heat. Add sandwiches to pan. Place a cast-iron or heavy skillet on top of sandwiches, pressing gently to flatten; cook 2 minutes on each side or until browned and cheese begins to melt.

- **Pineapple Chicken Kebabs with Cilantro-Lime Slaw**

Ingredients:

1. 1/2 cup pineapple juice.
2. 2 tablespoons rice vinegar, divided.
3. 1 tablespoon hoisin sauce.
4. 1 teaspoon Sriracha (hot chile sauce, such as Huy Fong).
5. 1 teaspoon honey.
6. 1/2 teaspoon fish sauce.
7. 1 garlic clove, crushed.
8. 1 1/4 pounds skinless, boneless chicken thighs.
9. 1/2 teaspoon kosher salt, divided.
10. 3 tablespoons canola mayonnaise.
11. 1 tablespoon fresh lime juice.
12. 3 cups thinly sliced red cabbage.
13. 1/2 cup chopped fresh cilantro.



Directions:

1. Combine juice, 1 tablespoon vinegar, hoisin, Sriracha, honey, fish sauce, and garlic in a small saucepan; bring to a boil. Reduce heat, and simmer 6 minutes or until reduced to about 3 tablespoons. Set aside 1 tablespoon juice mixture for serving.
2. Preheat broiler to high.
3. Cut chicken into 24 bite-sized pieces; thread 2 pieces onto each of 12 (6-inch) skewers. Place kebabs on a foil-lined baking sheet; brush with half of remaining 2 tablespoons juice mixture. Sprinkle chicken with 1/4 teaspoon salt. Broil 5 minutes or until chicken begins to brown. Turn chicken over; brush with remaining half of juice mixture. Broil 4 minutes or until done. Drizzle chicken with reserved 1 tablespoon juice mixture.
4. Combine remaining 1 tablespoon vinegar, remaining 1/4 teaspoon salt, mayonnaise, and juice in a medium bowl, stirring with a whisk. Add cabbage and cilantro; toss. Serve slaw with kebabs.

- **Steak Tacos With Beet-Carrot Slaw**

Ingredients:

1. 1 large beet, shredded.
2. 1 large carrot, shredded.
3. 2 scallions, thinly sliced.
4. 1/3 cup cilantro.
5. 3 tbsp cider vinegar.
6. 1/4 tsp salt.
7. 1/2 cup sour cream.
8. 4 tsp prepared horseradish.
9. Juice of 1 lime.
10. 1 lb sirloin steak.
11. 1 tbsp oil.
12. 8 corn tortillas, warmed.



Directions:

1. Toss together beet, carrot, scallions, cilantro, cider vinegar, and salt in a bowl. Let rest at least 30 minutes. Stir together sour cream, horseradish, and lime juice.
2. Season steak with salt and pepper. Heat oil in a skillet over medium-high heat. Cook steak for 4 minutes per side, or done to liking. Let rest 5 minutes and then thinly slice.
3. Place steak slices on tortillas and top with slaw and sour cream mixture.

- **Turkey Rice Soup**

Ingredients:

1. 6 cups low-sodium chicken broth.
2. 4 small carrots, sliced 1/4-inch thick.
3. 1/2 cup uncooked white rice.
4. 1 1/2 cups shredded roasted turkey.
5. 2 tbsp chopped fresh dill.



Directions:

1. Bring chicken broth to a boil in a large saucepan. Add the carrots and rice and simmer until tender, about 12 to 15 minutes.
2. Stir in turkey and dill and simmer until heated through, about 2 minutes.

- **Spanish Monkfish**

Ingredients:

1. 2 tsp + 1/4 tbsp olive oil.
2. 1/2 clove garlic.
3. 3 1/2 oz canned diced tom
4. 1 pinch salt and black pep
5. 6 oz monkfish.
6. 1/2 tbsp fresh parsley, chopped.



Directions:

1. Preheat oven to 425. Place a skillet over medium heat and add 2 teaspoons oil. Add garlic, reduce heat to medium-low, and cook 2 minutes.
2. Add tomatoes with juice and salt and pepper. Simmer 20 minutes.
3. While sauce cooks, brush fish with remaining oil and season well with salt and pepper. Bake until just done in the center, 12-15 minutes.
4. Add parsley to sauce, season to taste with salt and pepper, and remove from heat. Spoon sauce over fish and serve.

- **Cedar Plank Salmon**

Ingredients:

A. for the Salmon:

1. 1 tsp olive oil.
2. Kosher salt, to taste.
3. Pepper, to taste.

B. for the Chipotle Ricotta:

1. 1 tbsp chipotle in adobo sauce.
2. 2 oz ricotta cheese.
3. Salt and pepper, to taste.

C. For the Citrus Avocado Salsa:

1. 1 tbsp orange juice.
2. 1 tbsp lemon juice.
3. 1/2 avocado, diced.
4. 1 tbsp diced tomato.
5. 1 tbsp diced yellow onion.



6. 1 tbsp chopped cilantro.
7. 1 tbsp chopped mint.
8. Salt and pepper, to taste.

Directions:

- A. For the Salmon: Preheat grill to medium-high heat. Rub salmon fillets with oil and season with salt and pepper. Lay salmon on a cedar plank. Place plank on the center of the grill and cover. Cook for 10 minutes, or until internal temperature reaches 120. Serve with chipotle ricotta and citrus avocado salsa.
- B. For the Chipotle Ricotta: In a blender, puree the chipotle until smooth. Mix in ricotta, salt, and pepper.
- C. For the Citrus Avocado Salsa: Mix all ingredients gently.

• ***Salsa spaghetti***

Ingredients:

1. 320 g dried spaghetti.
2. 600 g mixed ripe tomatoes.
3. 12 black olives (stone in).
4. 1 bunch of fresh basil.
5. 1 clove of garlic.
6. extra virgin olive oil.
7. 2 tablespoons red wine vinegar.
8. 20 g hard Italian cheese.



Directions:

1. There are some beautiful Mediterranean vibes going on in this dish – juicy ripe tomatoes, fresh fragrant basil and delicious olives, all tossed and tangled up in al dente spaghetti. The flavour combo here is mega-simple, but when you put them together, something magical happens. Let the tomatoes ripen naturally out of the fridge – the warmth will ensure all those lovely flavours and juices are at their best and ready to flow. Tomatoes are a source of vitamin C, a nutrient our bodies need for so many different things, including immune function and keeping our energy levels up.
2. Cook the spaghetti in a pan of boiling salted water for 8 to 10 minutes or until al dente, which means that it should be soft enough to eat, but still have a bit of bite and firmness to it.
3. On a large chopping board, chop the tomatoes. Bash the olives and tear out the stones, then add the olives to the pile of tomatoes.

4. Pick the basil leaves, reserving the smaller ones for later and throw the rest onto the pile.
5. Peel, chop and add the garlic to the pile, then run your knife back and forth through all of the ingredients, chopping and mixing as you go, until you get a rough-looking salsa.
6. Add a good couple of lugs of oil, the vinegar and a pinch of sea salt and black pepper, and keep chopping and mixing until well combined.
7. Scoop out and reserve a cupful of the pasta cooking water, then drain the spaghetti in a colander.
8. Pop the spaghetti in a large bowl, scrape in the salsa dressing, adding a splash of the reserved cooking water, if needed, to make a lovely loose sauce.
9. Sprinkle over the reserved baby basil leaves and add a grating of hard Italian cheese before serving.

- **Gingerbread Protein Pancakes**

Ingredients:

A. For spice mix:

1. Teaspoon ground cinnamon.
2. 1 teaspoon ground ginger.
3. Pinch ground cloves.
4. Pinch ground nutmeg.

B. For pancakes:

1. 1 scoop whey protein powder, vanilla flavor, or equivalent (we like Beachbody Base Shake).
2. 1/3 cup 1% plain Greek yogurt.
3. 4 egg whites.
4. 1/4 cup old-fashioned rolled oats.
5. 2 tablespoons coconut flour.
6. 1 teaspoon spice mix.
7. 1/2 teaspoon baking powder.
8. 2 teaspoons molasses (blackstrap, if possible).
9. Cooking spray.
10. 1/4 medium pear, cut into bite-sized chunks (optional).

Directions:

1. To make spice mix, combine cinnamon, ginger, cloves, and nutmeg in a small bowl; mix well. Set aside.



2. Combine protein powder, yogurt, egg whites, oats, coconut flour, spice mix, baking powder, and molasses in a medium bowl; mix well.
3. Heat large nonstick skillet lightly coated with spray over medium heat.
4. Ladle about 1/4 cup batter for each pancake; cook for 2 to 3 minutes, or until bubbles form on top. Flip. Cook for 1 to 2 minutes, or until golden brown and cooked through.
5. Repeat until all batter is used.
6. Serve pancakes topped with pear, if desired.

- **Twice-Baked Quinoa-Stuffed Butternut Squash**

Ingredients:

1. 1 medium butternut squash (mine was about the length of my forearm), cut in half and seeds removed.
2. 1/2 cup quinoa.
3. 1 cup low-sodium vegetable broth.
4. 1 cup loosely packed shredded baby kale or spinach
5. 1 cup diced celery.
6. 1 apple, cored and diced (use a firm, slightly tart variety like Pink Lady or Honeycrisp).
7. 1/4 cup dried cranberries or cherries.
8. 2 tablespoons minced parsley.
9. 1 tablespoon minced sage.
10. 2 tablespoons apple cider vinegar.
11. 2 teaspoons olive oil.
12. 1/8 teaspoon black pepper.



Directions:

1. Preheat oven to 375 degrees. Place squash halves flesh side up on a lined baking sheet. Roast for 40 minutes.
2. Meanwhile, cook quinoa in vegetable broth according to package directions. When cooked, combine it in a large bowl with all remaining ingredients.
3. Remove squash from oven. Scoop out flesh, leaving about 1/2 inch around the sides, and reserve flesh for another use. Scoop quinoa mixture into squash halves until filled. (You may have some left over.) Return pan to the oven and bake for another 20 minutes.

- **Sweet Potato and Egg Breakfast Hash**

Ingredients:

1. 1/2 tablespoon coconut oil.
2. 1 large sweet potato, diced.
3. 1 red bell pepper, diced.
4. 1/2 teaspoon salt.
5. 1/2 teaspoon pepper.
6. 2 scallions, chopped.
7. 1 clove garlic, diced.
8. 2 eggs.



Directions:

1. Melt coconut oil in a medium saucepan over medium-high heat. Add sweet potatoes and cook 2 to 3 minutes. Add red pepper, salt, and pepper. Cover pan for 3 minutes.
2. Add scallions and garlic. Toss so that all is evenly combined. Crack eggs over mixture, cover pan, and cook for another 3 to 4 minutes, or until eggs are cooked to liking.

- **Broccoli, Apple, and Pecan Salad With Creamy Herb Dressing**

Ingredients:

A. For dressing:

1. 1 avocado.
2. 2 tablespoons white miso.
3. 2 tablespoons apple cider vinegar.
4. 1 tablespoon tahini.
5. 1/2 cup shredded fresh basil.
6. 1/2 cup shredded fresh parsley.
7. 1 large lemon, juiced.
8. 1/2 cup water.



B. For salad:

1. 3 cups chopped broccoli florets.
2. 1 apple, diced.
3. 2 carrots, julienned.
4. 1/3 cup pecans.
5. 2 tablespoons sunflower seeds.
6. 2 tablespoons dried cranberries.

Directions:

1. In a high-powered blender or food processor, purée dressing ingredients until completely smooth. (Add more water for a thinner consistency, if you prefer.)
2. Combine all salad ingredients in a large bowl. Pour some dressing over top and toss to coat evenly. Let salad sit for 5 to 10 minutes to allow flavors to develop before serving.
3. Leftover dressing can be stored in a sealed mason jar or container in fridge for up to 5 days.

- ***Peaches and Greens Salad***

Ingredients:**A. For dressing:**

1. 2 tablespoons extra-virgin olive oil.
2. 2 tablespoons white balsamic vinegar.
3. Sea salt.
4. Pepper.

B. For salad:

1. 4 cups mixed greens.
2. 1 cup chickpeas.
3. 1/2 English cucumber, sliced into half moons.
4. 1 peach, pitted and sliced.
5. 8 strawberries, sliced.
6. 1/2 small avocado, diced.
7. 1/3 cup almonds.

**Directions:**

1. Whisk together dressing ingredients, seasoning to taste with salt and pepper. Set aside.
2. In a large bowl, combine greens, chickpeas, and cucumber slices. Drizzle dressing over top and toss to coat as evenly as possible.
3. Gently mix in peaches, strawberries, avocado, and almonds.
4. Allow salad to sit for a few minutes before serving so flavors can develop.

- **Roasted Lemon Chicken With Cinnamon Sweet Potatoes**

Ingredients:

A. For chicken:

1. 6 chicken thighs.
2. Salt.
3. Pepper.
4. 1/2 onion.
5. 4 cloves garlic.
6. 1 tomato.
7. 1 bunch cilantro.
8. 4 lemons, juiced.
9. 1 tablespoon olive oil.



B. For sweet potatoes:

1. 2 large sweet potatoes, cut into wedges.
2. 1 tablespoon olive oil.
3. 1 teaspoon cinnamon.
4. Salt.
5. Pepper.

Directions:

1. Preheat oven to 400 degrees.
2. Put chicken in a deep baking dish and season with salt and pepper to taste. In a small food processor, combine onion, garlic, tomato, cilantro, lemon juice, and olive oil. Blend for about 20 seconds. Pour mixture over chicken and roast in the oven skin side up for about 30 minutes or until internal temperature reaches 165 degrees.
3. While chicken is cooking, coat sweet potatoes in olive oil and season with cinnamon and salt and pepper to taste. Place on a baking sheet and roast in the oven for about 25 minutes or until golden brown.
4. When chicken is cooked through, remove from oven and let rest a few minutes before serving with sweet potatoes.

- **No-Mayo Tuna Salad**

Ingredients:

1. 1 can (5-6 ounces) unsalted tuna, packed in water, drained.
2. 1/2 cup baked sweet potato chunks, cooled (about 1/2 medium sweet potato).
3. 1/4 cup chopped cherry or grape tomatoes.
4. 1/4 cup chopped celery.
5. 1 scallion, green part only, finely chopped.
6. 2-3 tablespoons hummus.
7. 1 tablespoon Dijon mustard.
8. Sea salt.
9. Freshly ground black pepper.



Directions:

1. In a small bowl, use a fork to break tuna chunks into small pieces. Add sweet potato chunks, tomatoes, celery, and scallion, and mix together.
2. Add hummus and mustard to moisten tuna to desired preference. Sprinkle with salt and pepper to taste.

- **Salmon Burgers With Mango and Avocado Salsa**

Ingredients:

1. 1 pound salmon, skin removed, chopped.
2. 1 red onion, finely chopped and divided into 1/3 cup and 3/4 cup.
3. 2 teaspoons coconut oil, divided.
4. 1 egg, beaten.
5. 1 tablespoon horseradish (or Dijon) mustard.
6. Salt.
7. 1 mango, diced.
8. 1 avocado, diced.
9. 1/2-1 jalapeño pepper, seeds removed, minced.
10. 1 lime, juiced.
11. 1/4 cup chopped cilantro.



Directions:

1. Using a blender or food processor, purée 4 ounces salmon.
2. In a pan over medium-high heat, sauté 1/3 cup red onion in 1 teaspoon coconut oil until translucent and fragrant, about 3 to 5 minutes.
3. Transfer all salmon to a medium bowl and mix with egg, sautéed onion, mustard, and 1/4 teaspoon salt.
4. Form salmon mixture into five patties about 1/4-inch thick and place on a parchment-lined plate in the refrigerator for 10 minutes to allow some setting.
5. Heat remaining 1 teaspoon coconut oil in a medium pan over medium-high heat. Transfer salmon patties to pan and cook for 2 to 3 minutes on each side until cooked through.

- **Sun-Dried Tomato and Avocado Grilled Cheese**

Ingredients:

1. 1 teaspoon extra-virgin olive oil, divided.
2. 2 slices whole-wheat bread.
3. 2 slices sharp cheddar cheese.
4. 1/2 avocado, sliced.
5. 6 sun-dried tomatoes.

**Directions:**

1. Heat a pan over medium-low heat. Brush 1/2 teaspoon olive oil on one side of a bread slice and place in the pan oil side down.
2. Top with cheese, avocado, tomatoes, and remaining slice of bread.
3. Lightly brush top slice of bread with remaining 1/2 teaspoon oil. Cook for about 2 minutes or until bread turns golden brown and cheese begins to melt.
4. Flip, and cook on the other side until bread is browned and cheese is completely melted.

- **Paleo Coconut Crêpes With Mixed Berries**

Ingredients:

1. 1 cup unsweetened almond milk.
2. 1/2 teaspoon lemon juice.
3. 1/2 cup coconut flour.
4. 1/4 teaspoon baking soda.
5. 1/2 teaspoon cinnamon.
6. 2 packets stevia.
7. 1 cup egg whites.
8. 1 teaspoon vanilla extract.
9. Cooking spray.
10. 1 cup Greek yogurt (plain or vanilla).
11. 2 cups fresh berries.
12. 1/4 cup flaked coconut.



Directions:

1. Combine almond milk and lemon juice in a small bowl and set aside.
2. In a larger bowl, mix coconut flour, baking soda, cinnamon, and stevia.
3. In a medium-sized bowl, whisk egg whites. Once they start to get bubbly, add almond milk and vanilla, whisking as you add each ingredient.
4. Combine wet and dry ingredients and stir until an even batter forms. Set aside for 5 minutes to thicken.
5. Spray a frying pan with cooking spray or coat lightly with coconut oil. Place over medium heat. Pour about 1/4 cup of batter into pan and swirl around to coat bottom. Cook for about 2 minutes, then use a spatula to lift edges. Gently flip and cook for 1 minute. Remove crepe and keep it warm while cooking remaining batter. (Tip: Keep greasing pan with cooking spray or coconut oil to prevent sticking.)
6. Serve crepes with yogurt, berries, and coconut.

- **Sweet Potato and Brussels Sprout Hash**

Ingredients:

1. 1 medium sweet potato, peeled and diced.
2. 2 teaspoons olive oil.
3. 2 cups trimmed Brussels sprouts, halved (or quartered if large).
4. 1/2 cup diced white onion.
5. 1 1/2 teaspoons dried thyme.
6. 1/2 teaspoon crumbled dried rosemary.
7. 1 tablespoon fresh parsley, plus more to garnish.
8. 3 eggs.



Directions:

1. Preheat oven to 400 degrees.
2. In a small pot, boil sweet potatoes for about 2 minutes until beginning to soften and can just be pierced with a fork.
3. Meanwhile, heat a cast-iron skillet over high heat and drizzle in olive oil. Saute Brussels sprouts and onions.
4. Drain sweet potatoes and add to skillet with thyme, rosemary, and parsley. Continue cooking for 3 more minutes, coating vegetables in herbs.
5. Make 3 small indentations in mixture and crack an egg into each one. Transfer the skillet to the oven and bake for 10 minutes or until eggs reach desired doneness.
6. Broil for 1 to 2 additional minutes to turn veggies slightly golden, then carefully remove from the oven. Garnish with additional parsley.

- **Black Bean and Quinoa Burgers**

Ingredients:

1. 1 can (15.5 ounces) black beans, rinsed and drained.
2. 1/2 cup cooked quinoa.
3. 1/2 teaspoon cumin.
4. 1/2 teaspoon freshly ground black pepper.
5. 1/2 teaspoon paprika.



6. 1/2 teaspoon sea salt.
7. 1 tablespoon nutritional yeast.
8. 1 tablespoon extra-virgin olive oil, plus more for cooking.

Directions:

1. Preheat oven to 400 degrees.
2. In a medium bowl, combine all ingredients using hands or a fork to mash beans and thoroughly mix. (This should form a paste-like mixture that is easy to shape into patties.)
3. Divide mixture into four equal balls, and form each into a patty between 1/4- and 1/2-inch thick.
4. In a medium oven-safe saucepan over high heat, cook patties in 1/2 tablespoon olive oil for 1 minute on each side, or until lightly browned.
5. Transfer the saucepan to the oven and bake for 15 minutes. Serve patties on whole-grain buns or over fresh greens with desired toppings.

C. Health: -Body Challenge

- **30 Day fitness challenge App:**

I recommend to you download on you Android or IOS device this App, you will be able to find the best recipes and the best body challenges that you need to feel comfortable with yourself and with your body.

LIFESTYLE

Exotic Cars
Mansions
Jets
Resorts

AmaVuy

A- In this section I will reveal the secrets and companies that tons of millionaire and I use right now to travel around the world on a Jet for cheap.

Lets start avoiding security lines or TSA pat downs. Cushy leather seats and legroom for days. Fido curled up right next to you. The perks of flying on a private jet used to be something only the rich and famous enjoyed. But that's changing — and in some cases, you can fly on a private jet or plane for the cost of coach (or less) if you know how to shop smartly.

A handful of sites and private jet companies are following the lead of hotels and hotel websites and offering last-minute deals on unused inventory, and others are changing the cost structure of private plane travel to make it vastly more affordable.

JetSuite.com, which flies to more than 2,000 airports, aggregates private jet flights with empty seats to offer daily "next-day" deals. You can rent the entire plane — a max of 6 seats — starting at just \$536 each way, which shakes out to less than \$90 per person. Past deals have included a flight for six people from Oxford, Conn., to Philadelphia for \$536.43 (that's about \$90 per person, which includes the 7.5% federal excise tax), a flight for four people from Los Angeles to Cabo San Lucas, Mexico, for \$499 (that's about \$124 per person); for four people from Orange County, Calif., to Chicago for \$536 (that's about \$135 per person); and for six people from Teterboro (in New Jersey, near New York City) to Nassau, Bahamas, for \$1,074 (that's about \$179 per person). (In all of the above cases, to get the per person rate, you must book all seats on the plane.)

It's not the only company offering these kinds of rates: Consumers may also get big last-minute deals, even when they aren't advertised, by calling a private aviation company within a few days from when they want to depart and asking whether they have deals going on.

Waiting until the last minute isn't an option for most travelers, of course. For those whose schedules can't accommodate a last-minute booking, there are other options, though they can be pricier. West Coast airline Surf Air offers unlimited private plane flights to and from roughly a dozen California and Nevada locales like Los Angeles, Las Vegas, and Santa Barbara for \$1,750 per month (plus a one-time \$1000 initiation fee); the airline operates up to 90 flights each day and it added Monterey, Calif., to its list of itineraries on July 13, 2015.

Those living on the East Coast will soon be able to fly with Beacon, another monthly membership airline, which will begin flying later this summer, starting with 18-20 daily flights between New York and Boston, as well as seasonally in the Hamptons and Nantucket. Memberships start at \$2,000 per month (plus a \$1000 initiation fee, which will be waived if you join before Sept. 1, 2015).

For some, the math works out: if you take four or more flights on one of these airlines, those tickets could amount to less than the cost of coach or business class seats.

And FLITE Air Taxi offers a la carte private plane flights for reasonable rates: A flight from Boston to Saratoga, N.Y. costs \$541 per person (you will need six people to fill the plane, so \$3,250 for the whole flight), as does one from New York City to Martha's Vineyard and from Block Island to Worcester, Mass.; this does not include federal excise taxes (7.5% of the cost of the flight) but does include other fees.

How can these and other similar companies afford to offer such low rates? One reason is that sites like JetSuite.com are offering seats on flights that would have been empty or at least not full. "Over 40% of flights that are flying private have empty seats," says Steve King, the co-founder of private jet charter company AeroIQ. Many times, these flights are simply repositioning so they can pick up passengers in another city and the companies would rather get some money from passengers than no money.

Companies like Surf Air and FLITE Air Taxi can charge less than big-name competitors, in part, because they use different planes — like, for example, single-prop turbo planes — that cost less to operate because they use less fuel than larger jets. "The operational cost can be a fraction of other planes," says Justin Hart, vice president of Surf Air memberships.

There are some significant additional caveats to discount private plane travel. Often these deals are only for one-way flights, so they will then need to find an alternative way back. It's also important to understand that there may be extra fees added to the cost of your flight — such as airport or landing fees — so read the contract to determine what's included and what's not. De-icing fees, for example, can be significant and may be passed on to consumers, says Jeff Trance, the SVP of private jets for the U.S. for jet charter company Air Partner.

And typically, you can't just buy one discount ticket on these planes; they'll want you to pay for the whole cost of the plane, so you'll need to find a group to go

with you to get the most savings. Plus, if you want to save big, you likely won't get a brand-new primo jet, as these tend to cost more. And finally, there's the issue of safety: Private chartered planes tend to get in more crashes than commercial jets — though they are still far safer than cars. Most small-plane accidents were due to pilot error, so call the private jet company to determine how many hours of flying experience your pilot has.

Despite these downsides, the allure of private plane travel is strong thanks to how uncomfortable both the airport and flying experience have become. Here are some ways to save.

Be flexible

If you're flexible both on when you fly and where you fly, you'll likely get the best deals, says Trance. Call the company and ask about the cost differences between, say, a Saturday and a Tuesday and see if you can fly into a nearby airport. Fridays and Sundays tend to be the most expensive times to travel, says Justin Sullivan, the co-founder of FLITE Air Taxi. And, of course, last-minute deals can be significant so it may be worth waiting until about 72 hours before you want to fly to find deals, says Trance, though this is, of course, risky.

Know where the most likely deals are

The Northeast markets, California and the Northeast-to-Florida routes tend to have the most last-minute deals on them, says Bob Diener, co-founder of Hotels.com and Getaroom.com.

Shop around

Diener recommends checking out FlyVictor.com, as it compares the cost of private jet travel across different airlines. He says that JetSuite.com is the best known for last-minute deals. You may also want to consider having a broker do the heavy lifting for you, says Trance; brokers typically work on commission, so ask them what their commission is before booking and how you pay it, and tell them your all-in price tolerance ahead of time.

Go with a small group — but not too small

Trance says that if you travel with a group of seven or fewer you can often save significantly because you can opt for a smaller — and often less-expensive-to-operate — plane. You likely don't want a party of two because most private

aviation companies require you to rent out the entire private plane (typically four seats or more).

This charter airlines are the most important if you are that kind of person that like luxury travels or want to try for first time but I promise to you something, if you make what I wrote above, you will be able to travel around the world like a KING/QUEEN.

1. Name of company: JetSuite

Flies to: Nationwide (i.e. Sacramento to Salem or Aspen to Atlanta)

Costs: Prices range from \$499 to \$1,499 for one leg on a four-seat Phenom 100 or a six-seat JetSuite Editions Citation CJ3s. Per person that could be as low as \$124.75 for a one-way flight.

How it works: Each day, JetSuite's SuiteDeals posts empty legs of private jets that anyone can book on its website, Facebook, and Twitter pages. Register, login, select your desired SuiteDeal and departure time, and if there's a match, you will be routed to the booking page. Enter your credit card info and book online. A JetSuite Guest Services representative will reach out via email with confirmation and details.

Perks: Free wi-fi, pets fly for free, guaranteed price-quote online (includes taxes, fees, etc.).

Back Story: Founder Alex Wilcox co-founded JetBlue and worked at Southwest Airlines.

2. Name of company: Surf Air

Flies to: San Francisco, LA, and Santa Barbara, with more cities throughout California and the U.S. coming soon.

Costs: Unlimited flights (or "all-you-can-fly") for \$1,650 a month, with a one-time initiation fee of \$500.

How it works: Book your flights online or on your smartphone up to 6 weeks or as soon as three minutes in advance. But unlike a charter, you won't get to choose the schedule.

Perks: Unlimited free guest passes if you book two weeks in advance. Bring up to 35 pounds of luggage for free. Snacks on board reflect the demographic

(health-conscious, unique, and gourmet) and include néktér juices, Burst Foods, popchips, and Paso Almonds.

Back Story: Founded by brothers Wade and Dave Eyerly. Wade worked as an intelligence officer with the Department of Defense, served in Iraq, and received the Secretary of Defense's medal. Jared Leto is an early investor.

3. Name of company: JumpSeat

Flies to: Nationwide—from Dallas to Detroit, Chicago to Palm Beach—and some international trips. Flight opportunities change constantly.

Costs: A recent flight from Bedford to Nantucket for four people cost \$2,500; and from Westchester County Airport (outside New York) to John Wayne Airport (LA) for \$1,995 per person on a G450 Gulfstream.

How it works: A peer-to-peer sharing service lets fliers snap up empty seats on a jet already scheduled to fly at a bargain. The owner calls it "the private jet version of Airbnb."

Perks: Refer friends and get \$500 in JumpSeat credits.

Back Story: According to the owner, a Hollywood star's dog recently needed to fly from BUR to TED, but couldn't go commercially due to its size. The dog and the star's assistant flew private on a Hawker 1000 and three JumpSeaters joined the flight for \$5,000, or \$1,667 each—less than a commercial first-class ticket.

4. Name of company: Arrow

Flies to: Seattle and Bay Area airports

Costs: \$499 each way Seattle-San Jose and \$299 each way San Jose–Burbank.

How it works: Pay an individual membership fee of \$200/month (individuals) or \$500/month (corporate) and then per ride. Once it launches, there will be a published schedule that members can select from, and you will be able to book a charter flight or ticket via text message.

Perks: Free in-flight wi-fi. Free Anheuser-Busch products.

Back Story: Arrow's fleet consists of Piaggio P 180 Avanti II aircraft, a company owned by Ferrari. The largest operator of the Avanti is the Italian Air Force. Founded by aviation enthusiast Russell Belden and backed by Seattle entrepreneur

Andy Liu, the company only plans to launch service after attracting 200 members in a Kickstarter-esque approach. Stay tuned...

5. Name of company: Linear Air

Flies to: Hubs around Boston, New York City, Washington DC, Atlanta, Dallas Forth Worth, and Gainesville.

Costs: Prices vary. A flight for three people from New York to Boston same day, roundtrip would cost around \$1,700 per person.

How it works: Use the online "Price Your Flight" tool and select departure and destination address (the nearest airport choices to and from your current location and final destination will be ranked in order) number of passengers, and type of stay (same day, one way, or round trip). An itinerary guide will indicate how trip costs vary based on different airports, length of stays, and aircraft.

Perks: Once you have a quote for a trip, book it immediately or return later to book within seven days. If you choose Eclipse 500, aka the sports car of the private-jet world, be sure to visit the men's room before takeoff—no bathrooms on board!

Back Story: After enduring exasperating delays and no direct travel options for a business trip in the summer of 2004, Louisville, KY-native William Herp decided to democratize private air travel by making it more affordable and accessible. After selling his online marketing start-up, e-Dialog, to Ebay, he founded Linear Air.

B- I will reveal in this section how to drive a exotic car always winning the game of the price.

There comes a time in every man's life where he is faced with some tough choices: Ferrari or Lamborghini? When that time comes, we look back at our first car buying experience where all you had to do was walk in a dealership and simply pick your car, negotiate your loan rate and walk out with a car and more debt.

Well long gone are those days.

Now comes the time for you to pick your first exotic car, and its going to be harder than you ever know. There are many elements that go into buying an exotic car. I have written many articles about the cost of ownership and the best exotic under \$100,000, but now is the time for you to actually invest your own money into one. That's right I said invest, the car game has changed and so have the rules at this level.

The first step is to find which car you want, this is the hardest as you might be limited in what is in your area and the dealers may not be as willing to let you take test drives, and unfortunately you cannot buy an exotic without knowing what its like to drive it. Find a dealer that carries a good mixed selection and be up front with your sales person about your need to feel the cars before making a decision, simply state your budget and please exaggerate by \$20,000 so that the range of cars available to drive will increase. Do not walk in asking for a drive, walk in and ask to be educated about the different models, brands, gearing options, maintenance plans, etc then narrow it down to your two best options and have at your first test drive.

Once you have found the type of car, then comes the time to actually find the exact one you like. There are many tools out there like ebaymotors.com, cars.com and autotrader.com that can help you locate the right car anywhere in the country. Do not be afraid of cars that are far from you as there are ways to get those cars over without hassle or cost. Instead worry about the car itself, the color, transmission, options, mileage and condition. Once you have located your car, odds are it is not in your neighborhood and will not easily be accessible, but as I mentioned earlier that is not a problem.

The next step will be to contact the dealer listed and express interest in the car, leave your contact info and request the following to be faxed to you.

- Carfax Report and Autocheck report
- All maintenance documentation
- Any warranty repair docs
- Option list
- Condition of car, brakes, clutch and anything worth discussing
- Condition of paint, if its has ever had paintwork

Once you've received the documents, simply review them and do not discuss price until you have done so. Make sure to check the CarFax record and see what the history of owners and locations were. There are some flags worth paying attention to and asking for answers.

- If more than two owners, why?
- Service records should be on CarFax.
- Excessive service records
- Service records show car going in twice for the same issue.
- Lack of annual service
- Who provided the service and were they authorized.

Keep in mind to stay away from any car that has had paintwork, other than a simple bumper repaint, despite the discount you may receive and the look of the car being as good as new, not everyone will feel the same when you are ready to sell it and buy your next one. It is also important to stay away from any car that will require a major service within the next 3000 miles. A simple clutch job will cost you more than \$5000 in most cases.

If a car does list multiple owners, it is not necessarily a bad thing, it simply needs an explanation. Keep in mind that exotic cars get traded often and that owners can get bored, have their financial situations change or simply have a change of heart. Ask for an explanation and if it makes sense.

Once you have examined all the records, it is time to play the price war. This is the part where you can easily beat the dealer thanks to the technology on the web. You need access to Manheim auction, which is the new Kelly Blue Book. The dealer no longer looks at Kelly blue book but rather at Manheim pricing, this means they look at what the car they have in stock sells for overnight at a cash dealer auction. This in most cases is a good indicator of what the dealer purchased the car for. To gain access, simply join a car forum online such as 6speedonline.com, lambopower.com, ferrarichat.com and post a thread asking for help with Manheim pricing. Someone will answer that call.

The pricing game is simple, the dealer lists the car on those 3 websites and has a mark up on each one but the price they want to get to is the same on all three. 99% on the dealers have their cars listed \$10,000 above what they want to get on autotrader.com. Find an exotic car there, and drop \$10,000 from the price, that becomes your target buy price. You will not always be fortunate enough for someone to drop their price this low. The typical dealer will make a deal at \$8000 under their Autotrader ad and about \$5000 under their "buy it now" eBay listing. You can typically get \$6000 off by asking and \$8000 by letting them know you are ready to move today. If the dealer has had the car for a while you will most likely be able to knock \$10000 off his price and steal the car. So how good of a negotiator are you?

Ok, so you finally agreed on your amazing price and cannot wait to go get your car and get it shipped back but there is one more issue to solve before doing so, you haven't actually seen or driven this car yet. The biggest mistake you can make is to buy a car sight unseen. I have heard many horror stories that have ended in litigation and have left both parties very unhappy. The first step is to check the dealer's reputation through their eBay feedback, then to ask for references, and

finally to make a trip out to see your car in person. Please make sure to make arrangements to have a Pre Purchase Inspection (PPI) done while you are there. Once you have completed it all, feel free to buy your car by writing a big check for it and making shipping arrangements. Enjoy your financial freedom.

But yet...Keep in mind that there is always a way to "Drive a Luxury Car for FREE" That's the real Secret to Success.

Now let me tell you how to buy a luxury car for FREE:

There is the other answer from conservative people that say be reasonable with yourself and buy a normal cheap car because if you can't afford to buy it cash, then you can't afford it at all. Both of those are great but truly a waste of time in today's new market place as supply and demand in the states for cars outweighs the laws of finance. Today I am going to teach you in detail and give examples of how our system works on just about any car and will make you stop asking "how much can I afford" and instead make you wonder "what kind of car would I like to drive".

Everything you know about the car market is now a giant game to help the dealer sell to you, so all the tools you think you use or have access to these days like Kelly Blue Book and Carfax no longer serve the same purpose as before as the way you use these tools effectively has changed. The rules of financing has also changed and no longer are rates offered at the bank much better than at the dealership.

The rules have changed and here are some things you need to know before buying your next car:

- Carfax cannot be trusted for determining if a car has been crashed or not, but there is a lot of value in understanding how to read a report.
- Kelly Blue Book is useless. Most dealers use local auction listings that you don't have access to so they can win when buying your trade.
- Dealers make big money from you financing your car directly with them, not buying it cash.
- Extras like detailing, paint protection, warranties and more are useless and overpriced at dealer.

Here is more you have to understand before we go in detail on how you can afford just about any car you want:

- Every new car depreciates, no matter how exclusive or hard to find.
- Supply and demand controls pricing more than ANYTHING else.
- The more expensive the car, the more impacted it is by financial markets.
- Financing a car is not evil or means you are poor, it actually makes perfect sense in today's marketplace, even an exotic car due to the low rate environment we are in.
- A car with heavy options is easier to resell but doesn't mean you will get much more money for it.
- Unique colors are great but not for everyone. White, silver or black are always safe choices.

Here is how the history of a car impacts its value over the 1st 5 years a car model is released. Here are some important facts to know about depreciation:

- Cars depreciate when they run out of factory warranty.
- Also when the next model year car is released.
- If they have been in accidents or have paintwork done.
- When dealers offer incentives on newer models.
- The highest percent of depreciation happen in year 1 and 2.
- Most exotics don't depreciate after 4 years; mileage is the factor at that point.

Here is the basic concept and how it works:

I'll use the BMW M6 as an example (It's real) because it makes good business sense and showcases this system very well.

The E63 M6 is an amazing all around GT car. From its 500HP V10 to the luxurious 7 series like cabin, the car is not only fun to drive, beautiful to look at, but loaded with options if purchased right. It ranges in price based on options but you can expect to pay \$95,000-\$120,000 for a new coupe, but it depreciates VERY fast based on 3 factors.

1. It's accessible easily after 3 years as it's not that unique.
2. It's expensive to fix if out of warranty.
3. BMW offer leases on them for 24-36 months.

These three factors alone mean that this car will depreciate over 50% in 3 years even if you keep the miles low, and therefore creates an amazing opportunity for someone else to pick up a \$120,000 car for \$55,000-\$60,000 and yet still have the latest model M6. Most M6 owners care for their cars, and most of them baby them which means there are cars out there that look and run like a brand new car but yet cost 50% less, and yet in 90% of all cases can be found with some factory warranty left.

Here is why buying a used M6 makes more sense than a new M6:

1. Service history tells a lot about a car, especially after 3 years.
2. Depreciation between year 3 and 5 is mileage dependent.
3. Most cars look brand new even after 40k miles, if maintained properly.
4. You still have the same warranty and maintenance plan as a new one.

The whole point is to buy the right M6 at the right 3 year mark with low miles and high options, drive it up to the miles it should have, keep it in great shape and resell it before its warranty is up. By doing that, its like you bought it to resell it but since you drove it, you gave up the profits but at least don't take losses. Understanding how to buy low and sell normal is the key to the way this system works and while most people think they are getting a deal buying at \$120,000 car for \$55,000, it still is too high cause the dealer has an \$8,000 – \$10,000 in mark up usually in that deal. Your goal is to buy as close to the dealer's invoice as you can or no more than \$3000 above it.

Most dealers list cars at \$7,500-\$10,000 above what they bought it for, and over time lower their asking price to eventually end up at a list price right about \$3,000 over their cost. They usually won't list under that but will negotiate up to \$1,000 above their costs if desperate to sell a car. If they can't get that within 60-90 days, the car usually gets wholesaled to an auction or other dealer. The dealer would rather take the write off as it makes business sense to offset other gains. Every dealer negotiates, even the ones that say they don't and ultimately their job is to sell a car at the maximum they can within its risk period. The way they decide when to lower is usually because of how long they kept the car. There are usually 4 times when the dealer re-evaluates its pricing or position in a car. The first is at the time the car is ready to sell, it looks at competing dealers locally, nationally in same climates, and supply available on market. The second is after 15 days the car has been advertised but not sold, the third at 30-45 days and finally lowers itself to

its base price at 60-75 days if not sold, at which point it decided if to keep or wholesale vehicle.

Your best bang for the buck deal happens on cars sitting over 30 days in high volume dealers, especially the ones who don't usually buy or hold those type of cars. A good example is a Ford dealer that traded an M6 because they just want to move it and often buy it very cheap because someone downgraded. If that car doesn't sell, the dealer gets uncomfortable after 30 days.

Here are three things you must know about the car in question:

1. Look at the "in service date" or the first registered owner date which tells you if there is actually any warranty left on the car. Most luxury cars are 4 yrs /50k miles so therefore you'll know how much warranty is left on there. For BMW and Mercedes, also look if the car was ever certified as it might have an additional year or two left past the initial warranty as a Certified Pre Owned vehicle.
2. 2. Understand the service history of the car and how well maintained it was. Look to see if it was dealer maintained or not. If not, ask for service records but also look at how many times it went in under warranty for repairs. Problematic cars seem to remain that way. If the car had been in the shop 5-10 times for the same problem, it might be a lemon that no one followed up on and you should stay away.
3. Understand how long this past dealer had the car for sale. Look at the last "offered for sale date" and that will tell you how long the dealer has tried to sell this car. Also look at how many dealers passed the car on before it ended up here. If another dealer sold the car, it means they couldn't sell it and you should use caution as other who saw the vehicle passed on it. This could be a great opportunity if the past dealers were just in bad climates or not good marketers but it could also be a major flag to not buy the car. Make sure you have the car looked at by another dealer or do further research online before jumping on the car.

Once you have identified the right car on paper, it is time to go see the car. Don't limit yourself to local cars as you might miss excellent deals in climates where certain cars don't sell and must be sold asap. Shipping can often be negotiated in the deal and even if the dealer offers shipping for \$1,000, it might save you money off the car and that \$1,000 might still be worthwhile. Each and every deal is unique and there is no universal formula in terms of pricing. Keep in mind that EVERY dealer will use lines like "I can't discount it further" or "my manager has no

more room on this car” and will tell you others have interest in the same car. It is often inaccurate and a way to do business, don’t fear asking for further discounts. Not every deal is meant to go your way and the more you practice, the better you become at getting lower and lower prices. Make sure to also look at the dealers reputation online on eBay, Google and more because in this business, reputation matters and good dealers are worth spending a bit more on because they stand behind what they sell and value their reputation.

Here’s how we bought and drove our BMW M6 for free:

For our M6, we bought a 2007 M6 in 2010 that had a late 07 in service date, but furthermore, we bought the car from a BMW dealer who certified the car. So we bought a 2007 car with 1 year of factory warranty left and 2 years of CPO warranty left. We bought our car with 40k miles, which means decent miles considering the car was 3 years old but found a very well optioned car at the same time with unique options like soft close doors, carbon trim, HUD and much more. Our car had an original MSRP of \$124,000 for a coupe, which was a very loaded car and was very mint in condition. We picked it in a Silverstone 2 metallic option, which was highly desirable. The trick was we found a car that was sitting in New Jersey at the Circle BMW dealership during winter and had been sitting there for 60+ days. We negotiated using our SYSTEM and walked out of there with our CPO M6 fully loaded for \$49,000 including Virginia taxes (3%) and tags, etc...

If we looked at Manheim or Riverside auction listings, which is what dealers use to value a trade, most cars were sold with similar mileage in our area for \$47,000-\$51,000 meaning we were buying the car at what a dealer would pay at auction plus maybe \$1,000 or so. This does not mean Circle BMW made no money on the deal but rather that if we were to trade the vehicle at the time and had less options and higher miles, we would get what we paid minus \$1,000 or so. We never know what the dealer bought the car for, but rather assume an educated way based on the deal they are willing to make and auction data. Also keep in mind that our car had a warranty for 3 years, and most auctions cars probably didn’t and still were being sold for that same amount. It takes time finding the right car, so you must be emotionally disconnected and learn to wait for the right car and deal to align.

Despite our mileage being a bit higher than we liked, the deal, the car and options, were right on making it hard to pass on it, especially due to the warranty having 3 years left on it.

Here is how we bought our car and not even in cash:

We got a 84 mo loan from our local credit union at 3.49% which is pretty much FREE money if you understand finance. We put no money down except taxes and tags so financed about \$46,000 at \$650 and change per month. So we ultimately owned a \$120,000 M6 for the same cost as a Jaguar lease however there is more to this and by the end of this you will understand how much cheaper than a VW Jetta lease this car really was. We spent about \$650 x 11 for the duration of how long we had this car which equaled to about \$7,000 in the car but only \$1000 of that was interest, the rest went to the principal which meant we now only owed about \$39,000 for the car by the time we sold it.

We enjoyed our car as a daily driver and accumulated a total of 65,000 miles on the odometer prior to listing it for sale a year later. Our goal was to list it so a private seller would buy it from us rather than trade it in.

The leverage we held after we enjoyed it for a year was that it still had:

1. 2 years of warranty left.
2. Same amazing condition.
3. Was being sold in a warmer climate at the right season.
4. Had attractive options, and color combination to the majority of buyers.

We drove our car with a full warranty, peace of mind, and with some of the best options out there. When it was time to sell we listed it for \$51,000 which was similar to how much other dealers listed their cars, and we advertised it on just about every relevant car forum, eBay, AutoTrader and more. We kept asking price same across all channels except on forums where we lowered the car to \$49,000, then \$48,500 a month later only to accept an offer of \$47,900 on our car from a local buyer. We advertised the car through great photography and put those photos just about everywhere. We paid \$39,000 to the bank and kept the \$8900 difference, which we invested in a different exotic car, which we made money on as it's a bit of a different system.

Now let's go back and see what this car really cost us.

We paid \$49,000 including all taxes and paid \$1,000 in interest on our loan over 11 months before the car was sold. We sold the car for \$47,900 which means we lost just under \$2,100 on our investment after driving it 11 months and about 25,000 miles as a daily driver. I originally said we had a car for about the cost a

Jaguar lease, but if you account the true cost of the car itself once you sell it, then consider that we paid \$2100 over 11 months or about \$190 a month for a \$120,000 BMW M6 with full warranty which is less than a standard VW Jetta during one of VW's best promotions.

So technically if you think about it, just about everyone can afford an M6 over a Jetta but there are a few risks associated with this that I share in our Exotic Car Secrets system including what to do if you get in accident, put too many miles on your car, or simply pick the wrong car. I also analyze for you the best car makes and models you can use this system with, how to negotiate and break down all the processes between buying and selling. The best part is that for those of you out there that actually use this you can make money by understanding the tax write offs associated with luxury cars so your \$190 a month can actually turn into \$190 in your pocket a month instead.

Please keep in mind that you need good credit and the ability to comfortably afford the \$650 a month payment in this case to make this work comfortably. It is also preferable to have a few \$1,000 in the bank to put a few dollars down, even though not mandatory it is good to keep your monthly cash flow/expenses low so buying a car doesn't change your life all together.

Remember you can do this system again and again with any car.

I'll post many more details of several new and exciting ways to improve your life and amazing new ways to monetize your account to help you make four, five and even six or seven figures, stay in contact following us on Instagram: @AmaVuy.