

# THE SHOESTRING101 STORY

## (Section ONE)

Hi. Thanks for being here. I'm not selling anything with this PDF, just sharing something I know that every working stiff from nineteen to ninety NEEDS to know.

If you want to pass "The ShoeString101 Story" along to anyone, feel free. I only ask that you don't sell it or change it in any way.

Whether you are a full time dad that needs extra money on the side... a college student needing to pick up good money on a flexible schedule... a single mom needing full time pay for part time work... or already OWN a small business and could stand to see it do better... read on.

Early in my life I learned a remarkable Secret: how to generate cash from seeming nothingness. Not just small amounts of cash, mind you. Four, even *five figures in a month*, at will.

In this and EVERY economy that's important information. There are many people that practice at least a part of this Secret... if you've ever held a job you've no doubt worked for a man or woman that knew at least a part of it... but few know the whole Secret.

The secret to capturing spendable cash is simple yet powerful. You don't need a great job, a great education, or

a great ANYthing except a great desire and willingness to learn what MOST people never will learn in their lives. I've used this secret Five Step Method to Limitless Income a number of times to go from zero to five figures per month. You can too. The only thing standing between you and the income that you need is a decision to learn and practice these principles.

The very best part about this secret is that it's designed around the way that YOU are wired. There are probably two or three hobbies, interests, or passions that you would gladly PAY to do, aren't there? But what if you could apply five simple Steps to GET PAID instead, while pursuing the things in life that you really like to do?

I could come right out and list the Steps in order but I want to make a greater impact by relaying it to you in an entertaining way first. The reading speed of an average adult is 250 words per minute.

If you are willing to invest exactly ONE MINUTE... the following exercise can make you very wealthy.

Your assignment? Read the short story below. It looks very plain at first blush, but don't be fooled. This cute (and true!) story contains all Five ShoeString101 Steps to Limitless Income, which I discovered while still in my teens.

Skeptical? Curious? Make a one minute investment in yourself and try to prove me wrong. Here's the story. Look for the Five Steps in the short story on the next page!

## **Memories Of My College Summer Job Gone CRAZY...**

**I'll never forget the summer I tried to get a job selling lawn care contracts.**

**The owner thought I looked too young. He gave me a job aerating lawns instead. While I was on the job, a client's neighbor asked could I do his lawn too? I said, "thirty bucks". I proudly turned that check over to my boss. Turns out I could sell after all!**

**Later, my friend's dad asked me to aerate his lawn. Instead of renting the aerator for a whole day for just one yard, we passed out flyers and scored a few more jobs, charging the same they would have at work.**

**We counted up the money. We had each earned more in one day than the previous whole week, doing the same thing by the hour. Why not keep the ball rolling? I placed an ad in the Thrifty Nickel and got three jobs for the next week.**

**While I was aerating one lawn, my friend went up the street handing out flyers. Before the day was out we had done eight jobs and scored two more for the next day!**

**That summer I made more money part time than I ever had working full time for someone else. The next part really rocked: We saved the artwork for our flyers and wrote down the names, addresses, and phone numbers of every customer. We wrote down the things we learned along the way as well.**

**Next year we started again without reinventing the wheel.**

Okay, time for the quiz. ALL five elements are in the story above. Did you spot them? If you did, you're already well on your way to having all the money, job security, and financial fulfillment you'll ever need.

IN case you DIDN'T spot the five elements, the Five Steps to wealth, the Five Steps that ANY and EVERY person MUST take in order to get paid huge sums of money (AND deserve it)... no big deal. I'll go into greater detail and explain each of the Five Steps on the next section.

Again, I'll say that EVERY person that is successful in his or her field does at least some of the Steps. The super-successful do all five, and the super-elite even go into two more Steps that aren't in the story.

Let me invite you to check out my blog, [www.Shoestring101.com](http://www.Shoestring101.com) , and my YouTube channel: FiveStepsFiveFigures. There's plenty of posts there, mostly in story form like The ShoeString101 Story, plus articles and interviews with people that have actually walked the Steps and become financially free by doing what they really like and helping others to do the same.

Keep coming back and soon you'll have the equivalent of an MBA in marketing and business management. Oh, and if you [subscribe](#) there's no reason you should miss any text, MP3, or video lessons.

Oh...scroll DOWN to go to **section two** to learn the Steps.

Keep Stepping,

Kurt

# THE SHOESTRING101 STORY

## Section TWO

Okay, so many of you may not have picked up on exactly WHAT each of the Five ShoeString101 Steps were in the ShoeString101 Story. SO, I'm going to take a second here and walk you through the Steps.

Note to the Reader: The reason I use a STORY to teach the Secret of building a business in any economy is that the Steps will stick better in your mind when I do... and plus, this Story is true.

When I was nineteen years old, I was shown ALL the Steps of how to start a five figure per month business on a Shoestring... and now I'm showing it to others, no "strings" attached.

It's easier than you might think to start a business that pays you from the get-go.

This is not some half-baked scheme. I'm not trying to get you to sell soap or vitamins. In fact, if you are interested in starting your own business, I know I can help you, even if I have NO idea what your product or service happens to be.

I've posted not only my OWN stories, but the stories of friends that have successfully built EMPIRES with these principles.

Here on these pages, in my blog, on my YouTube Channel and on my talk radio blog I'm going to lay out the Five Steps to Five Figures. What I'm saying is this: a Five Figure per month income is available to anyone that cares to learn and apply these Five Steps. Over and over I've used these Five Steps and built a business on a Shoestring. So have others. So can YOU.

IN fact, I'm applying the Steps even now with this PDF... the content of which is free... but somewhere along the line I'm confident that I'll make a pile of cash by sharing my ideas.

Why? Because GIVING and SERVING is the essence of the first Step. And the Steps have never failed me or anyone I've ever met that has applied them.

I don't know just yet where The Steps will take me with this PDF and my website, [www.shoestring101.com](http://www.shoestring101.com). I just know that when you provide something of value to others, asking nothing in return... remarkable things begin to happen.

Since there's nothing to lose by reading something I have to share... let's chat, shall we?

So now that we've established that you've read The Story, let's begin to expound on The Steps.

So... were we paying attention?

I said there were “Five Steps” (to “Five Figures”) in The Story on the previous page. I also said that I’d walk through each of The Steps and explain them in greater detail.

**“I’ll never forget the summer I tried to get a job selling lawn care contracts.”**

Remember that opening line from the story?

That was Step ONE: **Get OFF your ASS.** Now, I’ll admit that there went a little bit of soul-searching into naming that first step. The argument was that by using language like... “ASS”... that a lot of people would stop reading right there.

So I thought of saying, “get off your butt”... “get off your keester”... “get off that gluteus maximus”...

Then my wife pointed out that if I lost some of my audience... It wasn’t at the word, “ass”. I would have lost ‘em at the point where I suggested their getting off of it.

AHEM. So, now that I’ve alienated a large part of the public by both swearing and getting in their face, you who remain and are still reading are the guys and gals I took the time to write this for. If you’re still reading, then you’re one of the Cool People. And it’s only Cool People that I’m interested in sharing with anyway.

Shall we continue then?



Step ONE is, “Get **OFF** Your **ASS**” and that’s exactly where everything begins. Have you decided that you need more income, want to be paid what you’re worth and work whatever hours you desire?

Then NOW is the time to take ACTION, not wait until you have all the answers.

See, one thing I learned even earlier than nineteen was that if I got my bicycle rolling... it was easier to steer. Even if you begin heading in the wrong direction at first, you can simply get that thing turned around a lot easier if it’s moving.

I’m going to take a second here and admit something to you that I’m a little ashamed of: before I went and got that lawn care job, I was acting like a bit of a snob.

While I was in college I was running a little two-night-a-week karate school and doing very well with it; for about eight hours a week of work that I loved doing, I was making about \$1,000 per month.

The ‘snob’ part came in when the thousand bucks wasn’t enough to cover rent on my own plus food... and I turned down a job offer to work at the college library for \$4.73 an hour.

I looked at my ‘hourly’ wage for teaching martial arts and actually said, “I can’t afford to work for that little”.

Snob.

Who cares if my little martial arts club was producing over \$30 an hour? I couldn't work at it more than eight hours per week, and I needed extra dollars. I should have gotten off my ASS.

Here's the point about serving, that most people never get: doing a job is NOT about just going out and getting a paycheck.

It's about serving others.

It's about learning new skills. It's about making more contacts, increasing your circle of friends. It's a Step from inactivity to productive activity... and limitless *opportunity* if you just keep your eyes peeled.

Important truth: you can't take the second or the third Step until you have taken the first. Doing a job flipping burgers or facing books on a library shelf DOESN'T mean that you're stuck doing that job for life.

It means that you're willing to learn a skill, meet people, serve people. It means you're willing to take the time to discover what people need, and to take care of those needs. It trains your mind to do the other Steps that lead to wealth.

So Step One is... well, you know. ;-)

Okay, so now that we have gotten into motion, let's get some e-motion. Next part in The Story: Remember these lines?

**"...a client's neighbor asked if could I do his lawn too..."**

and,

**"Later, my friend's dad asked me to aerate his lawn."**

Step Two: **Go Learn Some W's**. The first and most important "dubyas" are to find out **What** people **Want**. This is what very few people ever do, beyond getting off their ass.

See, once the ass has cleared the chair, most everybody just wants to be put to work. They don't want to *find* the work.

Hence, we have teen upon teen, single mom upon single mom, corporate vp upon corporate vp... filling out applications and sitting by the phone. They're waiting to be *told* what to do instead of going out and finding out What people Want.

If you want a J-O-B (just over broke) then it's cool to stop at Step One. Just get off it and get a job.

You'll be working for someone that understands more of The Steps.

But consider this: you cannot possibly be paid as much as you are worth while you are only doing Step One. The job you are being paid to do, you are being paid by someone else that keeps a little (or a LOT!) for themselves as well.

Step Two involves digging a little deeper. So once I found out What people Wanted... in this particular case it was their lawns aerated... I stumbled across more W's.

**...we passed out flyers and scored a few more jobs...  
...while I was aerating one lawn, my friend went up  
the street handing out flyers...**

We discovered a few more W's: **Who**, **Where** and **When**.

See, folks that are lower income and have crappy lawns don't care too much about aerating them.

And rich retired guys, with nothing better to do than compete with their other rich retired neighbors... over whose lawn was greener... weren't going to pay someone else to do it.

But SOME! Some folks would want to pay someone to do it... Some people were in that magic intersection of having enough money to pay us, and having a desire to have a green lawn, but not having enough time to do it themselves.

We learned **Who** they were and **Where** (in which neighborhoods) to find them!

I call this the Shotgun/Laser principle. By placing an ad in the Thrifty Nickel, I had just a few folks come to me first. These were scattered results, like the blast of a shotgun. The Thrifty Nickel went out to tens of thousands of people, but only three called.

But that's okay. It helped us flush out the neighborhoods that were richer in our target customer; folks that cared about having green lawns but had little leisure time to do it themselves...

We packed up the aerator and headed to those three little jobs we scored with a little ad. THEN, in THOSE neighborhoods... and on the days and times when more of those folks would be likely to be home...

THAT's **Where** and **When** we handed out flyers and asked for more business. We had MUCH better results handing out flyers in neighborhoods where we already had paying customers, than by guessing which neighborhoods to target.

That's another **W**: ho**W**. The 'ho**W**' to reach them started out with the Thrifty Nickel newspaper, but ended with a flyer. That's the Shotgun/Laser technique; we began with a Shotgun blast (the general classified ad that went out to everyone) and ended up with the Laser... a specific, targeted message that we would deliver by hand to the most likely prospects. CHEAPLY. Hence, *Shoestring* 101.

We got roughly four times as many jobs as we started out having, just by hitting up people in a targeted neighborhood.

Word got around, too, and pretty soon we had lot of business from referrals.

See a nifty pattern forming? Sure. ShoeString101 Step TWO: Find Out The W's... **W**hat people **W**ant, **W**ho they are, **W**here, **W**hen (and ho**W**) to reach them. This is called target marketing. AT the tender age of nineteen, I had learned an indispensable key to success: it's not just important to have a skill. It's important to get the value that that skill offers TO the PEOPLE.

The next Step is a little less evident in The Story: **Create Value**. Essentially, the value that we added to the skill of aerating was simply our very presence, willingness, and enthusiasm.

Creating Value is like the ancient art of alchemy; supposedly alchemists were able to turn lead, iron, or copper into gold. Now, that sort of thing never really works... but by using ShoeString101 Step THREE: Learn To Create Value, it's literally possible to charge more for wood, paper, or plastic than one might charge for the same weight in gold.

My son once begged me for Gatorade because it was "on sale". I did a little math exercise with him and we

discovered that the 'sale' price of water plus sugar and 'electrolytes' was more than DOUBLE the price of the same weight of gasoline!

It's possible to charge much, MUCH more than your competition if you simply understand how to Create Value for the customer.

Being right there, smiling and handing a flyer personally to our prospects was enough to Create Value in our case.

Later, as you follow my Shoestring101 blog on the Five Steps to Five Figures, I'll show you a plethora of other ways to Create Value so that what you offer is better than anything the competition is offering.

Now for Steps Four and Five:

**"We saved the artwork for our flyers and wrote down the names, addresses, and phone numbers of every customer. We wrote down the things we learned along the way as well."**

In case you didn't catch them, these were the final Steps: **Measure How Everything's Working**, and **Now Write Everything Down**.

One of us, I forget who... said something like, "We sure are driving around a lot. We oughtta try **scheduling** the guys that call from certain neighborhoods on the **same days** so we're not driving all over the place. Say maybe

we only do Briargate homes on Saturday mornings, and only do Stetson Hills homes on Sunday Afternoons.”

That had to do with measuring our gas money. The next conversation had to do with measuring our ad dollars return on investment:

“The Thrifty Nickel pulled in customers from all over town but the Woodmoor Edition pulled in **more of the high paying customers in just one neighborhood**. Maybe we should save our money and drive time and only place ads in the Woodmoor Edition.”

Measuring this data, determining what was bringing in the best kinds of customers for the least amount of dollars... lather, rinse, repeat...

...we were able to launch our business into the upper layers of the stratosphere.

(side note: while I only ever made a couple thousand a month from lawn aeration in my teens, it was *this* Step that enabled me to generate five figures a month in other businesses later.)

Later we found that new customers were silver, but the OLD were GOLD. That is, it was way easier to sell them on buying from us again and didn't require any advertising money at all...



“Hey, we oughta **write down the names, addresses, and phone numbers of everyone** that we’ve worked for so we can line up jobs again without going through all the advertising and flyers and stuff.”

Ever hear something that sounds like this? “The MONEY is in THE LIST.” That was true then and it’s true today. All the lessons I described above were pre-internet. All of these principles can be applied even better and cheaper and more efficiently than ever before.

But the timeless principle is this: by continually measuring and tweaking different aspects of the work, different results from the advertising, we quickly made this from a Shoestring side venture into a viable business.

Step Four, **Measure How Everything’s Working...** goes together with Step Five: **Now Write Everything Down.**

Here’s the *first* reason you would want to **Write Everything Down**, which means that you document how to do the work and also the marketing:

**“Next year we started again without reinventing the wheel.”**

It’s nice to have all the answers at your fingertips rather than to scratch your head and try and remember this detail or that.

But guess what? Saving yourself time and trouble is only the tip of the iceberg. It's only the *first* reason to **Write Everything Down**.

The end benefit of **Step Five: Now Write Everything Down** is waaay bigger than that.

B

ecause after Step Five, you are ready to embark on the *true key* to building lasting wealth.

Step Five contains the SECRET that Ray Kroc used to make McDonald's into the empire that it is today.

Properly understand and use Step Five and you will never worry about money again.

I know that's a pretty bold statement, and I'm willing and ready to back it up.

But, wow... look at the time. Hey, got an idea: Write to me at [kurt@shoestring101.com](mailto:kurt@shoestring101.com) with the subject "What's the Big Deal About STEP FIVE?" in the headline.

Do this and I'll send you the news about why (and HOW) Step Five can take your brand-new OR existing business into the Five Figures Per Month income zone in just about two shakes. Until then,

Keep Stepping!

Kurt

P.S. If you received this PDF from a friend, tell them thanks twice: once for yourself and once for me. Thank 'em yerself because what it teaches *can make you free* even if you're starting from zero. Thank 'em for me because now I get to meet another one of the Cool People... which YOU must be if you made it this far ;-)

If you haven't subscribed to Shoestring101 yet, now's the time. Go to [www.shoestring101.com](http://www.shoestring101.com) and input your name and email address.

Immediately you will receive interviews I've done with successful businesspeople that started with nothing, and built six figure incomes or multimillion dollar empires on a shoestring... like you can.

Thanks for reading. Now let's get to Stepping!

P.P.S.

STILL reading? Okay, okay... let me give you some great titles on the blog to get you started in the right direction:

[Another Case Study: Five Steps to Five Figures a Month](#)

[How Easy is it REALLY to Start a Small Business?](#)

Effective Marketing on a Shoestring:

[Part One](#)

[Part Two](#)

[Part Three](#)

Part Four

[Ten Principles Of a Shoestring101 Business](#)

Psst! Write me at [kurt@shoestring101.com](mailto:kurt@shoestring101.com) for a special bonus...

...my SECRET WEAPONS Page. Put "TOP SECRET" in the subject line.