

Rise From The Bottom To Profits



*Great Opportunities.
Entrepreneurs Mindset.
To Actions.*

50 BONUSES INCLUDED

By. Leo Sotelo

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Introduction.

Hello world my name is Leo Sotelo born and raised in Salt Lake City, Utah. As I stumbled onto my journey of entrepreneurship I knew the road was going to be tough. I don't know anyone personally who has wanted to take the challenge.

During my time of high school days I was told like many others the whole scoop of bright promising words that I will land a good job and have a great life. It took me a while to learn that wasn't going to happen, I bounced around from job to job for more than thirty jobs since high school which sadly but gladly made me grateful for not having any children, "my own point of view".

I grew up knowing the street life so entrepreneurship was in my blood but I needed advancement. First book I turned to was Think and Grow Rich "Napoleon Hill". The book caught my interest opening doors in my brain expanding my potential. Like I mentioned earlier I didn't know anybody personally to help me, I dedicated myself alone.

Now I am able to write this book and share it with the world because I think my story can help others in many ways get motivated, stay motivated, shoot for goals and not to worry about what the average mind thinks about you. I decided to create my company W.O.L.1 the title is short for We Only Live Once due to all my experiences with death, which I will share later. Let's get started.



**FIRST YOU LEARN
THEN YOU REMOVE "L"**

"The best way to predict the future is to create it"

This is a popular quote, if you are reading this it is because you are tired of your 9-to-5 job. You're tired of living paycheck to paycheck, you wonder why you work so hard and cannot get ahead. I know what it's like, our school systems taught us to be employees.

Leave the 40-40-40 plan, which means 40+ hours a week 40+ years of your life and hopefully retire off 40% of your retirement. This is scary especially in this time in life. If you have grown inside a wealthy family who has money and everything set aside already this article is not for you.

While at work on breaks and a lunch watching YouTube videos on motivation. Not knowing the power of YouTube at that moment but I will get to that later. Picking books to read to open up the doors in the brain on what potential the man or woman have to succeed in this world.

Mindset.

We hear this word come up a lot in our minds, it takes a while to learn it. Because of the way that we were taught to go to school, get a job working way up the corporate ladder and all the other nice talk. I was reading this book called pitch anything. Now I am not promoting it in any way, however the man who wrote the book really put it in detail on how the human mind works.

According to the book they talk about the crock brain and the neocortex part of the brain. The croc brain is considered the scarcity it represents someone who always takes caution and everything he or she does. The neocortex is the part of the brain that is more advanced, takes risk and is open to opportunity.

After reading the book I decided to study this a little bit because I and few others I knew were working on our mindsets to get it put in the right functioning order. You see people do it all the time and never fully dive deep into them. You have all these entrepreneurs like Richard Branson, Grant Cardone, Oprah Winfrey, And the list goes on.

Thinking like a consumer and thinking like an investor.

The mindset of a consumer is someone who is constantly buying stuff that's not going to benefit him or her. For example, there are people out there who want to get out of their 9 to 5 job they're tired of living paycheck to paycheck but they continue buying things that are not going to benefit them in any way for the future.

Buying liabilities when a person can't really afford to be doing this but just to show off they go out and get a brand new car. It feels great to get a brand new car especially if you have not had a car and you've been taking the bus or you're upgrading from your old car that keeps breaking down.

Mainly is what you're doing, you are buying things that he's not going to help you get out of your situation. Yes it'll get you to the job but if you were trying to get out of that job this is going to get you to another job. We all have to work to provide for our priorities.

Keep in mind this is for that person who is tired of trading time for dollars. I know many out there who love their jobs and are grateful to be back at work. Out of my experience I have had many jobs that I am glad I left when I left because I was not going nowhere.

The mindset of the investor/entrepreneur, many men and women stepping into this field have read books studied with like-minded others. They are ready to go, they continue taking courses getting involved with masterminds.

Non-like the crock brain they use the neural cortex. Taking risk investing in the right education to get them going. We sacrifice a lot, partying, staying up late, going to sleep late. We do what we have to do to learn and do not let anyone get in the way.

I have met many people out there who say they don't have the money to get started and many of us don't. There are plenty of ways to raise capital, further investment needed to move forward to progress to success.

Both of these mindsets function differently. One does not want to take no risk, always scared and the other one is all about taking risk. The ironic part is we as human beings take risks every day, we could be in our car driving doing everything the right way. But somewhere out there someone is not caring, not paying attention and accidents happen!

I learned from one of my courses that if you want to be a real estate investor you have about 200 tax write offs you can do as compared to a W-2 employee do you have about 20 tax write off you can do. I will leave a name of a book you can read that talks about this including entity structure.

In order to get any tax write offs for your business you have to talk to a CPA tax attorney someone like that so you can get your entity structure correctly. If you are doing real estate transactions make sure you talk to a real estate attorney.

Using debt as a tool.

This could be a touchy subject, a lot of people do not like debt. Some people don't even like talking about money. A lot of these jobs I've had if you talk about how much you make do you have a good chance you're getting fired.

I have seen this happen a few times, for some reason they don't want people talking about money or their wages because sometimes it turns out to be a big argument.

If you buy a house you're most likely using debt. The house gets financed through the bank now you owe them for your house. If you're going to college and you're using student loans that's considered debt. Many people do this and do not want to learn velocity banking, this is a strategy that you might be able to find a couple little parts of it on YouTube but they don't give out the full course.

If you see these wealthy people out there, maybe they own apartments and other real estate. They most likely have it set up to where their debt is paying itself off helping people, and making profits. That is considered good debt.

If you are using it for your student loans that's great because you always want to do something that you want to do. But it's always good to learn somehow that you can pay that off a lot sooner without doubling your payments.

The last time I looked into the national debt service, the United States was in \$17 trillion in debt. Now with this pandemic going on and everything it might have gone up I have not checked it recently. The point is this whole country is in debt.

There is some debt that is forgivable and sometimes it's not. So hopefully nobody never has to file bankruptcy but if you do you most likely have a better shot of getting your credit cards eliminated before your student loans.

I met this woman a while back and her debt was really high because of certain bank and strategies she was able to start knocking it down pretty quick. There is a good way and a bad way to use it, I am not telling anyone how to use their debt just giving a few ideas to those who are tired of being in the same position day after day.

Education.

When investing in education, always do your due diligence. As many of you know there are many products out there of education for online and real estate investing education. These were my two choices, there's also day trading which I learned a little bit from but I am not too familiar with.

There might be some people out there saying wow that's a pyramid scheme. Here's something to think about in the corporate world, the ones who work on the floor that are so easily replaceable. There are the men and women who work in the office executives whatever you wanna call them.

When you're the one on the floor sweating on your feet all day. They might be the supervisor here she is just on your case for whatever reason. Think about who gets paid the big dollars and you get sprinkled the rest!

Corporate world is a pyramid scheme, so when you run into one of these products of education that you can introduce to someone else who is interested take advantage of that. Most companies you can make commissions in the Internet world are called affiliate marketing. Some are MLM's multiple level marketing, if the product is good no worries.

This is also part of the mindset, so you found your education and now you were doing your due diligence but for some reason you still feel a little skeptical. This will be the crock brain, if the product has great reviews give it a try because there are laws out there that protect the consumer from being scammed.

Taking action.

This can become the hard part, because a lot of people worry about failure. If you have studied some of the successful entrepreneurs out there everyone has a failure story, but some do not want to share it. If someone is not having a failure it's because that person has not taken action.

If you stick with one education and you should be ok. Sometimes we bite off more than we can chew that's spoken out of experience. If you are doing real estate investing make sure you plan on building your team, because doing it by yourself can become overwhelming.

Use different strategies to gather leads that will take up less time. I would recommend using Facebook ads so it can work for you, or start calling a listing agent. Build some relationships, do your best to turn it into a smooth career.

If you are doing affiliate marketing, learn how to build your sales funnels. The biggest problem that a lot of people run into is finding targeted traffic. Keep in mind that there is competition out there, make sure you have your opt in page so you can gather names and emails maybe even phone numbers.

There are many other strategies for online marketing, if you don't know these are ready you might have to learn them. Copywriting, relationship building, consistency, and a few more. If all this was easy everybody would be doing it. Find a high traffic source for example YouTube, it might take some time to build but like anything else you have to plant it and water it.



Chapter 1

Start Up Mode.

When it all started I was working at this company and the weird thing is it seemed like every time I start a new job it seems to be barely holding on in other words a sinking ship. I started as a temp to hire depending on my performance. The company was going under causing the employees to be highly stressed.

The layoffs started. They got rid of people that had been there at the company 15, 25 years and it was sad to see these men and women cry. I caught on quickly and learned this is what happens in the corporate world. It does not matter if people have mortgages, family etc. its business things like this happen all the time, but most are never prepared for it when it hits hard.

My attitude was there is nothing I can do about at that time I didn't have the right knowledge. I had the consumer mind the W-2 mindset. It's just another job, the company was empty, there were only a few others and me.

Prior I had an idea to build my own T-shirt Company with images I have in my mind. I remember I was lingering around and talking to the engineer smart guy this guy built some impressive equipment for this Company. He told me Leo , why do you still decide to come to work at this job? At first I was like wow that's messed up. What kind of question is that?

One of the maintenance guys asked me the same question a week later, obviously they saw something at that time that I didn't. They knew I was educated in forensic, criminal law, I knew how to build muscle cars, They knew I had a talent that I was not using. That job eventually came to an end, not pretty, but it was time to go. As I exited the premises I looked at our American flag and asked myself what I was doing wrong.

Pondering my next move for advancement continuing reading all the books I can, when I got tired of reading I would listen. Many books talk about the mindset and what shifting is like, but most do not go into details, maybe it was just me, not being able to comprehend it well.

As I pondered for the longest time I kept myself unemployed for a good stretch. I knew people in car clubs. I knew how to go find parts and put them on the market. I taught myself some of the Internet a while back, eBay, and some local websites, but I knew whatever I sold I needed to make a profit or what's the point!

I carried my bag of tools everywhere I went in case I felt like going to the bone yard. I was prepared to get dirty, I can remember some real hot summer days being there finding parts even if they were small Chevy, Ford emblems. Sometimes me and my brothers and nephew would go to see what we could find.

Sometimes there were small items you could make some ok money from. Classic pieces get them for 5 bucks and sell them for 50 or better. It's always good to put your price higher than what you want then negotiate from there, some people know this and some don't. If you ever plan on doing business it's a good little skill to have.

Knowing how to work on cars is a good trade to have every now and then people's cars break and I am going to be blunt honest sometimes when people don't know how to fix cars they can get taken advantage of by the ones who know and will spot you coming.

After that last experience of working in the corporate life I was really hesitant about getting another job. One day I was talking to my brother and he asked me what happened to the job I had. I responded that I had a disagreement with a co-worker and that person had years over me and the way it went down wasn't fair in other words I was the victim.

I felt stupid for constantly playing that card. We spoke and he asked me how was college going I replied "if it wasn't for stupid generals it would be going great" I was passing my majors with A's and B's then they said you need to go back and complete your generals. That threw a wrench in the works for what I was aiming for; generals were useless.

My brother asked what do you want to do then? I told him I would like to be an Internet marketer and a real estate investor. That would be cool using my imagination caused by an unknown vision that appeared out of the blanks. I couldn't release it all from my thoughts.

There is a friend that I was helping fix her Jeep when it needed work, I replaced the transmission for her, tuned it up and the car had a problem. The main issue was the computer was throwing codes that were saying this needed all kinds of work. It was Summertime and I still had time to help her out.

She lived on a hill like area. One day I was changing out the U-joints, prior I had blocked the car and checked for safety. All was good. She has driven to Auto zone for an ignition part. As loosened the u-joint the car started rolling. The right tire is near my right arm. I grabbed the tire and slid out as much as possible. The SUV still got my shoulder.

The SUV could have easily crushed my throat or chest; she would have come back and found me dead. When I stood up with a heart pounding crest the weird thing was I saw my late cousin who passed away a few months prior, I will talk about him later.

The Jeep went down the hill and a tree stopped it gladly no one got hurt. I called my brother to come help him and his friend arrived and saw tired marks on my shirt. He said, "Dam Leo you are always getting messed up from cars" it was a humorous moment because he was right. He saw me when I was six years old and was hit by a car, which put me in a coma for three weeks.

I continued in pain, still fixing the car, putting in the ignition, my friend told me that was enough but I gave my word I would have it started for her. Due to the damage I told her I would replace the parts that took me some time and I did it. I won't lie, that puts a fear in me, which I am trying to get out of.

Fear of dying without making an effort to do something great in life is something I was not willing to accept. A car accident at six years old, minor stroke at twenty five, car wreck at twenty six, ran over by the Jeep and everything in between. There's more.

Chapter 2

Life Will Continue The Same. If You Don't!

I had fear of dying; I had fear of not doing anything with my life as I am here. I was not broke but if I were to make an investment in myself was hoping to make the right decision and most likely was going to use debt as the driving tool to get me there.

What I did instead was procrastinate. What changed that is another true story. One Saturday night I was at a friend's house having a few beers getting ready to watch this football game. The prior Friday I went to a job interview the job was set for me to go take the drug test on Monday.

As the night went on my buddy gave me a cookie it was a THC cookie so I ate it. He came back and asked me where the rest of that cookie I responded to I eat the whole thing why? He said that he never experienced eating a whole cookie. Me being me I told him I would be ok its just weed.

About twenty minutes later I am outside looking into space. I am only one there high like this; I entered a whole different dimension. Telling myself forget the job, what's the point of even going, why waste their time and mine. I can't blame anyone else but me.

I remember the night was cold outside everyone was checking on me and asking if I was ok. Out of all the weed I have experienced in my pass this cookie must have kicked open some doors in my brain that forced me on a journey to discover my full potential. I started to attend seminars and webinars; I attended some in the past but never took any of them seriously. The fear of losing without not even trying was getting to me.

There was this company I always drove by and still didn't care to have a job. One day I decided to put in an application to see what happens. Then I got a call for an interview. Things went good then I received another call to talk to the floor manager as he was interviewing me. I cut him off with an apology to just ask what does this company need? He gave me an odd look but was grateful, I asked

I got the job; with the small knowledge I was picking up I told myself this job is going to be a stepping stone job. I am going to plan this out leverage debt then when I'm ready I am going to leave.

Most people think seminars are skeptical scams. I attended a few seminars. I understand investments over paying for something there is a difference. I was jumping around about what I should learn about stocks, real estate, and online entrepreneurship. They all sounded interesting but to narrow it down I chose real estate investing and online business.

Even though all the billionaires say one thing at a time it was too late in my mind. Is what I mean too late? Time is ticking and is not going to stop. If I'm going to do this I have to go all in with no distractions aware that I will hit obstacles but us human beings are 80% water. I am pretty sure I will find a way through.

This seminar I went to for real estate investing was tossing a great sales pitch but in my mind something told me wait this is not it. Searching YouTube gives a lot of the basics. Still I was not happy to pay 10k for one class every other class 10k as well that's a lot. This seminar had people pulling out their cards ready to make the investment, something told me to hold back and wait for a while.

In the meantime I was also attending webinars, the job I was working at I started to notice how some of the people were. I know it's not kind to judge, however if we are going to be giving our time to these companies we have to see how others are who work near us. Like I said time is ticking.

I knew that my future in corporate life was not going to last long after all the years it was up to me to change things. I filled out this form to attend this man webinar; he spoke about building an email list and making one page websites to gather customers' information.

I never heard of this guy before but recently bought one of his e-books on how to turn passion into profits. I started reading the book and it was an interesting perfect lead magnet that I soon learned. As I continued reading the book I attended the webinar, but I still don't know much about this guy "Anik Singal".

I knew that this job I was at was not for the long term, so I pulled out my credit card and made the investment, after wondering if I just got scammed. The education sat in my computer for a few months as I was still making the adjustments in my mind shifting from W-2 employee to entrepreneur also known as consumer mindset to investor mindset.

Many entrepreneurs have built this to the T, A few months passed and I made my other investing into education for a real estate investor. Anik Singal who has built a brand/company called Lurn, which teaches how to jump from the employee to the investor quadrant. At first I didn't understand much. I was a rookie into my learning stages and was wondering what I got myself into.

Lurn teaches the Internet marketing world for a newbie can be confusing. It took time after time for me to soak it all in even as a starting driving traffic to my pages for testing. I knew I was onto something new and I was hoping as I built this it will change my life.

Something's I could not get right, I started pondering because I was hearing a lot of success stories then I was wondering where is mine. The frustration was getting to me. I would look at my landing pages and just continue looking trying to find someone out there that I can compare with. Let's keep in mind that I'm lone wolfing it, I am my own cheerleader, my own motivation, I and everything in my situation.

There came a time when I quit I reached out to Lurn support and some forums I was just done. Because they make it sound simple, just get people to Opt in and start sending them emails. Within two days I was back on it the whole time I pondered on what the heck I was doing wrong. I put more details into my landing pages and continued getting more leads.

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