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The bottom 20-50% do nothing. They purchase materials and/or products, it goes on the shelf or in a folder on their hard drive, they do not read it, they do not listen to it, they do not take action, they do not benefit from it. The number of people who do NOTHING may be more than 20%. It may be closer to 50%.

60% do little. They may skim through the product, implement some material in their business, maybe pick up some pointers. We do believe that these people get some benefit from that. For example they may buy one of our products, not read the material, but because they spent the money, they take action to improve their website, emails, or business model and get some benefit from it. This is what we believe is the TYPICAL results.

The top 20% is the group of people who take the education process seriously. They implement the materials in their business and read, learn, and apply the strategies and key lessons from the products and training. **REGARDLESS OF WHAT GROUP YOU ARE IN, IT DOES NOT GUARANTEE SUCCESS. EVEN THE BEST FAIL AND WITH THE UNPREDICTABLE, UNKNOWN MARKET CONDITIONS IN INTERNET MARKETING, THERE ARE NO GUARANTEES OF ANY SUCCESS OR ANY GAIN.**

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