



Cash Cows as a Start to Multiple Streams Of Income

Neil Lilley, November 30, 2006

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What in the World is a Cash Cow and how does it fit with building Multiple Streams of Income

PR9.NET November 30, 2006 - Christchurch, New Zealand - Neil Lilley internet marketer in training came across the term Cash cow while looking at Traffic Exchange ads. Traffic exchange surfing "Viewing ads" is a method used to gain credits with the exchange. These credits are then used by the surfer to have there ads displayed to other viewers.

Cash Cows, a term found in the Corporate world that has found its way into the Internet Marketing arena where it relates to a Network training course that is promoted on the front end to produce cash flow and on the back end provides all the training and resources to learn how to Promote any networking opportunity available.

Bruce D. Henderson which sums up the term in a corporate sense.

"The cash cows fund their own growth. They pay the corporate dividend. They pay the corporate overhead. They pay the corporate interest charges. They supply the funds for R&D. They supply the investment resource for other products. They justify the debt capacity for the whole company. Protect them."

-Supply the investment resource for other products.
Obviously long term multiple streams of income have to have start up capital.

-Supply the funds for R&D
Funds are going to be needed for the marketer to pay costs and start implementing the course material.

-Pay the corporate dividend.
The cash cow has the ability to generate income within days rather than the months it can take to get other long term multiple streams of income in place.

-Cash Cows fund their own growth.
To put it into context the conclusion to be drawn is that a cash cow funding and training system should be at the very front end of any marketing endeavors undertaken to promote any portfolios.

Al Turnquist CEO and founder of the Predator Marketing System has put one such cash cow together and it is well worth the time of any marketer to check out and get an understanding of just how much value there is in these systems.

Als system has trained professionals ready to close sales for the Predator Marketers.

-The system allows the building of an existing business.

-Supplies trainings that require No prospecting or Conference calls.

-Already many inspired marketers have found this resource providing cash flow and the training needed to build their Portfolios and the multiple streams of income that is dreamed of.

Contact Neil Lilley for more insights into this topic. Direct line: (0064) 3322-8578 Email: neil-l@ihug.co.nz I invite you to check it out listen to testimonials and place a call back at : <http://www.predatormarketingsystem.com/nlilley>.

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About Neil Lilley

Neil Lilley invites you to Start with a Cash Cow to Build your Primary Business into Multiple streams of income. For all the info Visit <http://www.predatormarketingsystem.com/nlilley>

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