

# INCOME INEQUALITY



OPEN SECRETS





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## **Income Inequality Open Secrets**

This book is broken up in two different parts. The first part is some hidden, never talked about reasons for income inequality that you won't hear outside of very small circles of people who are very much in the know. The second part is all about my *favorite* passive income stream that you can create very simply in a very short period of time.

Many people interested in how they can use their student debt to their advantage would do well to heed the advice given in the second part of this book with an open mind.

### **Open Secrets:**

1-The people who create our money do so in complete secrecy. The federal reserve is an institution that is both public and private, it is as federal as federal express, a small group of people have the power and capacity to create unlimited amounts of money which leads to inflation AKA a decrease in the standard of living. The more it costs to live, the harder it is to get by.

2-Nobody actually knows how much money there is in existence. The last time that the M3 money supply

(the largest indicator of how much wealth has been created in aggregate) was calculable was in 2006.

3- The Federal reserve no longer calculates the M3 money supply because it was thought that it would cost more money than they could justify.

4- The Federal Reserve has shareholders whose identities they won't reveal because they are the richest men in the world who also pay themselves an annual 6% dividend on all monies created in a fiscal year. This is called a wealth transfer and it is the basis for all income inequality.

5- Socialism is not what you probably think it is. Socialism is not welfare programs, that's social democracy. Socialism is who owns the 'means of production' this is an incredibly important phrase. The means of production means anything that is involved with the creation of capital goods, such as: factories, farms, animals, steel foundries, coal mines etc. There is a private sector in many cases under socialism, but it is for the purchase of consumer goods made from capital goods such as a tee shirt that was created inside of a factory.

When the workers or the government own the means of production that is socialism. When business

owners own the means of production that is capitalism.

The reason why socialism cannot work is not because people are lazy or any other commonly held belief. It is because when the workers or the government owns the means of production, there are no buyers and sellers of capital goods. If there are no buyers and sellers of capital goods then prices cannot emerge and if prices cannot emerge then there is absolutely no way to have economic calculation. Socialism is basically an economy without data or without the necessary information to calculate supply and demand.

Despite what many capitalists will tell you about economic output under socialism, socialism doesn't fail because people are 'lazy' and don't put in as much work as other people. That's just right wing bullshit. The reality is that socialism fails due to a lack of economic calculation. You end up with 50,000 excess tractors and nobody making grain or fruits or vegetables. There is a complete breakdown in economic calculation so resources go horribly misallocated and because of it people starve. Socialism is basically an economy without data. Could you imagine an evangelical Christian creationist walking into a physics lab and telling the

physicists that they need to stop calculating? That is an insane thought, that's basically what socialism is. And to call that 'scientific' socialism is absolutely an insane concept.

Socialism is often sold to the poor and middle class, under the guise of helping them in the form of welfare as a way to help people, when in fact it does the very opposite to the benefit of the elite through wealth transferring.

6- A wealth transfer is when wealth is not being created, it is being sent elsewhere with no financial transaction occurring-usually at interest and it only makes money for the 1% of the 1%.

In capitalism, a tool company has to create screwdrivers in order to make money, they then sell them to a company like Home Depot and then Home depot sells them to a construction worker who performs labor for a pay check. This is obviously how an economy is meant to work. Socialism involves government either preventing this all together or taxing the process, which makes people poorer.

Much like selling socialism to the poor as a means of helping them, regulations rarely perform their stated



objective. Instead, regulations brought us such things as the Monsanto Protection act, and have allowed for the banking industry to create enormous sums of debt compiled by high interest rate credit cards, which have essentially wiped out the majority of the middle class.

7- Since the inception of the war on poverty in 1964 the united states government has secured more than 22 trillion dollars in other people's money for 50 years which has massively increased the amount of poor people 11 times larger than when it started. This is the world's most destructive investment.

An amount of time x money=an expected outcome. This devastating investment in other people's money at force by the progressive left is perhaps the most disturbing way to treat other Americans since actual slavery.

8-Every year we spend nearly 500 billion dollars on our military. The military industrial complex has received an estimated 4 trillion dollars in taxpayer funds since 1954.

9- In 1971 Nixon officially removed us from the gold standard, hardline money conservatives warned of

inflation. Since 1973 the nominal wage for American workers has decreased every year.

10-Money is not supposed to be created by anything other than gold and silver. United States money has been backed by nothing since the removal of the gold standard, which has led to enormous price inflation and devaluation of the dollar. How much did a car cost 40 years ago? Home? College education?

11- There is supposed to be free market competition in the creation of money, the Federal Reserve is a monopoly. Money actually should come from the private sector with multiple competing options to keep it honest.

12- All monopolies come from government. There has never once in the history of the world been a market monopoly, where someone did not eventually come around and compete with it. The usage of force is absolutely necessary in order to maintain monopolistic privileges.

13-The majority of Americans who work, do so from January to may in order to pay their taxes, before they are really capable of keeping what they have earned.

14- The Federal Reserve has been keeping interest rates ‘artificially low’ for years in order to encourage people borrowing when they should be saving. This leads to what is called the business cycle aka the Boom Bust cycle and it is an enormous detriment to income equality.

15- Quantitative easing was a program created under George bush in order to accomplish two things: monetize united states debt out of nothing from treasuries because nobody else would purchase our bonds because we have been incredibly irresponsible, and for the purchase of toxic mortgaged backed securities that the Fed bought with tax payer money it created in order to transfer wealth to the richest people on earth.

16- By the end, Quantitative easing rounds 1-3 led to the creation of more than 4.5 Trillion dollars of American money at interest, which was then transferred to the Bond market and led to the Federal Reserve having enormous amounts of liabilities on its balance sheet that we had to pay for.

17- The entire purpose of socialism and central banking aka the Federal Reserve is to ‘socialize or publicize’ all private losses on to the tax payer, while

privatizing gains that they never share while promoting socialism as 'fairness' to the poor.

18- The United State is on its third central bank, because they don't end well.

19-The United States has a 200 year long banking bailout history. Bailouts have been going on in staggering quantities for years.

20- The Federal Reserve was in part enacted by J.P. Morgan and his cronies as a way to make profits at the expense of the American people by creating a boom in the economy and then finding ways to make money during the 'bust' in the economy: through bailouts and wealth transferring. The Federal reserve sets interest rates and creates the majority of our money which is inside of computers as digits that get lent into existence at interest that the people have to pay, even though there is no money in existence to pay it.

The creation of money is quite similar to a game of musical chairs where there is only 3 chairs for every 10 people. Income inequality happens by design.

Those are some of the biggest open secrets about income inequality, but that is far from all of them. The truth behind income inequality is so absurd that I even wrote a satire about it that doubles as a drinking game called PANIC!. In all honesty, this ebook has barely even cracked the surface of the problem.

To learn more about Income Inequality as well as the solutions you can find me on my blog at [www.stumpagenius.com](http://www.stumpagenius.com) or you can email me with any questions at all [Kane@stumpagenius.com](mailto:Kane@stumpagenius.com)

## PART 2: The Passive Income Open Secret

Gary Vaynerchuk is a good dude. He's a great marketer and an excellent motivational speaker. I've read two of his books: 'Crush it' and 'The Thank You Economy.' Personally, I like him far more than I like his books. They're bordering on completely obvious which is why I haven't read his latest one 'Crushing It.'

He gives you some barely useful strategies, like:  
"post x amount of times a day on this or that social

media site” or "Make x amount of comments a day on Twitter or YouTube" and honestly *anyone* can tell you that. It's obvious, why would you pay for a book when you already know the information anyway?

Could you learn a few things? Sure, but personally I didn't find them helpful. To be brutally honest, I didn't find his books helpful *at all*.

Things didn't take off for me until I learned the holy grail of internet marketing-email list building. And they took off even faster when I learned how to make email list building go viral, very, very quickly. And they took off even faster when I learned how to do that with a very small, shoestring marketing budget.

What I am about to show you is actually going to make you money, as much as I like Gary Vaynerchuk, his books aren't going to help you. He's a Guru. Gurus are mostly bad. Gurus in economics are mostly frauds and gurus in internet marketing are often as well. Gary Vaynerchuk isn't a fraud at all, it's just that he runs campaigns for the largest brands in the world that have *enormous* marketing budgets so spending 10 million on Youtube ads is fine for any company that can afford a Super Bowl advertisement. Most likely you are not in the position at all. I am

going to show you a strategy and a software that is going to teach you how to build a massive email list of people who cannot wait to purchase from you in any niche. Most likely you are interested in and very knowledgeable on a subject that you could make ebooks, membership sites, video courses and other digital products. If you don't have expertise in some area that solves a problem then you can very easily sell other people's products, which is called affiliate marketing.

If you have a bachelor's degree in something that is bordering on useless, then you definitely need to create an email list and create books, product, services, membership sites, blogs, ebooks, podcasts or even get paid to talk to people on Skype. Be creative with what you know. Build an email list and you will be seen as a leader in your field.

Gary Vaynerchuk and his books are not going to teach you what I have in store for you. The product I am about to show you is almost certainly how you ended up on my email list. I have personally seen enormous benefits from this product and that is the only reason why I am recommending it to you now. It is called UpViral.



UpViral is the best email list building software on the market. The creator, Wilco de Kreij is well known for creating excellent quality internet marketing software and tools.

### **So what does UpViral do?**

UpViral essentially lets you create viral referral marketing campaigns by allowing your customers or subscribers to promote your business *for you*. You can create an army of hungry fans willing or even begging to share your site to their friends for points that they can collect in order to unlock a free gift. In beta testing, using UpViral, people shared the links etc on average 2.5 times which means you can get over 2 times the amount of traffic, optins and sales from the same advertising spend (when using paid traffic). In fact, during the testing period Wilco de Kreij was able to:

- Build a REALLY SIMPLE site (only 2 pages)  
which collected 138,790 leads in less than 40



days

- Generate 100,000 leads for a BRAND NEW company within a single week

Believe me you are not going to see this anywhere else on the market. Another beta tester got over 16,000 subscribers... and only in *four days!* This same person is still netting thousands of subscribers each and every day, and it doesn't stop there.

These results are taking place with *practically* NO advertising. It all works through the power of viral marketing, by leveraging Twitter, Facebook and other social media sites.

## **What types of campaigns can you run with UpViral?**

With UpViral, it's the easiest it's ever been to:

- Run Viral Giveaway Campaigns – Get your visitors to bring in other visitors by incentivizing them with a prize or goodie! (This method works brilliantly when you are running an eCommerce store on Shopify)
- Run Viral Contests – You can use the contest idea to promote your product, site or

service through Twitter and Facebook in a matter of minutes. This is great for information products.

- Generate Tons of Viral Traffic to Your Launch – If you happen to be launching a new membership site, blog, website, ebook, regular book or product this is for you. Generate a massive amount of leads – with very little advertising!

UpViral is easy to use and plugs right into your existing sites and pages, you really won't believe how easy it is get your first campaign up and running and it even integrates with LeadPages and ClickFunnels.

You are absolutely nuts not to use this open secret in order to make passive income, use your degree and make money to pay off your student loans or conquer income inequality. I am living proof of this idea. You are here right now reading this book, because UpViral works.

You can get UpViral here:

<https://kane--emarky.thrivecart.com/upviral-pro/>

# Enticing Lead Magnets Work

In order to capture leads you will need what is called a “lead Magnet” which is basically a free super-helpful eBook in exchange for your email address. It can also be a downloadable video or several videos broken up into a course and sent through an auto-responder, such as GetResponse.

The best way to ensure people ‘optin’ to your offer that you place on UpViral is to either solve a problem they have or just really pique their curiosity, preferably both.

Once they type in their email address in exchange for your free information (video, or ebook, mind map, cheat sheet etc.) then they get an email from you where they can download your lead magnet.

They get a useful lead magnet, and you get a lead.

## More About Lead Magnets

A lead magnet is an ‘ethical’ bribe you offer to readers in exchange for their email address. The goal of a lead magnet is to get targeted leads. People

who're actually interested in your offer and have the potential to become customers and clients in the future.

Use an email auto-responder like GetResponse to set up your delivery of your lead magnet and, then place this lead magnet on your homepage, your blog pages, at the end of your blog posts and guest posts, and on your social media profiles.

### **Tips to make this extra successful**

- The bonus content (lead magnet) should be something that your audience is desperate for. It should give a solution to a burning problem. Work your butt off to create highly useful engaging content.
- Make the content easy to digest and visually appealing.
- Find the most popular page on your website through Google Analytics and create your lead magnet according to that. You don't want to spend hours creating an amazing piece of content and place it on your website where no one can see.
- The content should lead to a service, product, or a paid course that you want to offer in the future. Don't just get email subscribers for the sake of increasing your mailing list. These leads can turn

- into potential customers, so prime them for that.
- Once you've received their emails, don't forget about them. Let this relationship thrive by regularly emailing them useful content.

If your lead magnet isn't something special, two things will happen. Either you won't get many sign-ups, or you will get sign-ups, but those readers will be unimpressed with the bonus and unsubscribe right away.

Take a page out of my book, literally. I put tremendous thought into this ebook. I wanted to prime you on some rarely discussed reasons for income inequality as well as clue you in on how it really is possible to use your degree and knowledge to create a sustainable passive income stream through an email list. I am living proof that this is absolutely possible and by explaining to you that the Gary Vaynerchuk route isn't all it is cracked up to be, I have saved you tremendous time and effort.

I literally mixed both of my worlds for you. There is nobody out there who can talk about income inequality and student debts and give you a taste of a personal solution on how to create serious passive income. Gary Vaynerchuk isn't the answer. Wilco De Kreij is and you will literally take that to the bank.

Get UpViral here:

<https://kane--emarky.thrivecart.com/upviral-pro/>

So don't create a lead magnet just because everyone else is doing it. Have a clear goal and a purpose behind doing it. Solve a problem. I too have dealt with student loans and I too am mad about income inequality, I wanted to impart my knowledge to you about how to get out of working for Starbucks as a barista with an expensive degree.

Impress your audience with the quality of your lead magnet, so that they're eager to purchase your paid products. An email course is more than just an auto-responder. It builds trust and establishes your expertise. It's an effective way to build a relationship with your audience and prime them for your services and products.

So, no it's not **just** an auto responder. Courses in general are very popular in the digital marketing world. According to Forbes magazine, *the market hit \$57 billion in just 2014*. And it's been growing at an alarming speed since then.

When people are eager to purchase courses that will help them excel in their fields or teach them valuable skills, offering a free course will automatically attract a lot of attention.

You don't have to create an elaborate email course that teaches tons of things. You can even teach your audience one skill and space out the lessons over a couple of weeks. So, how do you create an email course?

### **Step 1: Determine the subject of your course**

Something simple yet relevant to your audience.

You can use Quora and good old Google to search for common problems in your niche

### **Step 2: Write the course**

Create an outline. And write down the content.

Include examples to illustrate your instructions and get your point across effectively. Worksheets and checklists work great too.

Videos generally convert better than text, so you can add video lessons in your course, too.

## **Conclusion**

There is no better way to beat both income inequality

and student loans than by building an email list of people who are interested in what you have to say, your products and services based around your degree or what you are interested in. If you have a degree in something that doesn't necessarily correlate to a job than you have an even better opportunity through email marketing.

There is no better opportunity to build an email marketing base than through Upviral.

In my personal experience, the ability to live a life free from having a boss is worth all of the effort of learning the basics of email marketing and has given me the ability to travel and spend time with my family which are two things I never thought I would be able to say, just a few years ago.

I hope this guide was helpful to you and please feel free to hit me up on [www.stumpagenius.com](http://www.stumpagenius.com)  
Or on my stumpagenius facebook page.

Brian Kane, over and out.