

The Lazy Man's Way To Riches

The title of this article also happens to be the title of one of the greatest and most famous ads of all time, written by a legend named Joe Karbo.

Joe was was one of the foremost copy-writers, and direct response experts of all time.

Joe established precedents, and built the foundation for today's direct response industry--becoming a self made millionaire in the process.

Joe's ads for the "Lazy Man" ran for years in every major newspaper and magazine in the United States, and most large foreign papers as well. The ads themselves became legendary. The ads were and still are studied, examined, dissected, and used as models for direct response marketing, and selling throughout the world.

Joe reveals all of his secrets in "The Lazy Man's Way To Riches," a classic book that is Joe's philosophy on life and how to live it richly, successfully, lovingly, joyously and lazily.

"The Lazy Man's Way To Riches," is the largest selling, self published book in the world--NEVER to be sold in a bookstore!

There's only one problem. There's no such thing as a "Lazy Man's Way To Riches!" Yes, the book itself does exist, and it was a runaway success! However, short of winning the lottery, robbing a bank or inheriting a fortune, there is no such thing as a "Lazy Man's Way To Riches!"

All of the successful people I know are far from lazy. In fact, some of the most successful people I know work the longest hours.

Take me for instance. Most mornings I get up at five or six o'clock, because I can't wait to get started. And most nights, I don't get offline until around 10 or 11:00.

Now by my calculations, those are 17 or 18 hour work days. But it doesn't seem like work to me at all, because I'm doing what I love. And that's the whole point! I'm not putting in those hours because I have to, I'm doing it because I want to.

Why? Because I live by a certain philosophy which is:

"Any success you achieve will be in direct proportion to your desire and determination. The more desire and determination you have, the greater will be your success."

The above philosophy (which I coined, by the way) keeps me focused and hungry. Oh sure, I could work an hour or two on my computer every day and goof off the rest of the time. And do you know what would happen to my earnings? They would plummet--as would the earnings of most of my colleagues, if they started playing more than working.

Don't get me wrong. I still enjoy life. I take exotic vacations twice a year. I drive a gorgeous Park Avenue. I have a beautiful home.

But I did not get those things by being lazy. And the majority of successful people did not get to the top by being lazy either.

So, with all due respect to Joe Karbo, yes, you can get rich--but you do have to work hard at it!

About the Author

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