

# The Most Dangerous Book Ever Written

## Pat O'Bryan's Introduction

Welcome to *Your Portable Empire*, the book. It's for you.

This book will give you the tools you need to build your own Portable Empire.

What's a Portable Empire? *Your Portable Empire* is a system for creating an online business you can run from home, or anywhere else. It's almost totally automated. You choose your niche, gather your list, build relationships, and solve problems. Then you sell the solutions to your list.

Most people make active income. They work once, they get paid once. The *Portable Empire* system is based on passive income. You work once, and get paid over and over again.

As I made my transition from "broke blues guitar player," to "rich internet marketer," a lot of people asked me how I did it. Initially, I had no idea.

Eventually, through working with clients in seminars and online coaching forums, a system emerged that can be duplicated and used by anyone to create a profitable online business from just about anywhere.

This book will teach you that system.

**Your Portable Empire starts with an idea. Your idea.**

This book will show you how to recognize the value of your ideas, and teach you to package and market those ideas.

You'll learn how to create an online presence that, with little or no further effort on your part, will allow others to trade their money for your information.

In the chapter on list building, you'll learn how to attract and nurture your customers. In the chapter on copywriting, you'll be taught by one of the best copywriters in the world how to communicate with them. You'll see, in the chapter on product creation, how every problem is a product.

The trick is to find a problem that a lot of people have, solve it, and sell them the solution. Then, you automatically direct people who have that problem to your solution. While you sleep, or swim, or play with your children, or write your book, or... the point is that you live your life, however you want that to look. The money appears automatically.

Then do it again, until your passive income allows you to live your dreams.

This book will teach you how to do that.

However you define the word, "rich," with the information in this book, you can become rich. Rich in money. Rich in freedom. Rich in possibilities.

This book will give you the information, how you use it is up to you.

In the past three years, through seminars, coaching and producing DVDs and audios- and with a whole lot of help from some very talented people- I've created the Portable Empire system. I use it myself, and I've taught hundreds of people to use it.

I've asked some of these talented people to join us. Each of the "how to" chapters contains an interview with an acknowledged expert in the field.

Don't let the fact that computers are involved in the creation of Your Portable Empire scare you. You don't need to be tech-savvy to do this. Some of the most successful online marketers can't even put up a web page. If you can "hunt and peck" on your computer keyboard and answer email, you're ready.

**This is a "how to" book.**

On the surface, it will teach you how to create your own Portable Empire. You'll learn how to build a business that you can run from any place you can find internet access.

You'll learn how to build a large list of responsive buyers. You'll learn how to communicate with them. You'll learn how to acquire and create products to sell them. You'll learn how to automate your business so that you can spend your time enjoying your life, while your business continues to pump money into your bank account.

That's on the surface. If that was all this book could do for you, it would still be very valuable. That's

good information.

However, this book can teach you “how to” do some pretty extraordinary things that go far beyond just building a business.

My working title for this book was “*The Most Dangerous Book Ever Written.*”

How is this book dangerous? It shifts the balance of power. It puts your destiny in your hands.

Imagine a book that completely reframes the entire management/labor conversation, so that the only people who would take a job would be those who actually loved that job. If a job offered an opportunity for people to grow, thrive and follow their bliss, then those people would apply for the job.

The people who were applying for jobs just to make money could make money easier with a Portable Empire, and would have no need to take a job they didn't love.

Would that be dangerous?

It would certainly do some interesting things to the demand curve. If the number of applicants for unattractive jobs dropped below the number of people needed for those jobs, something would have to be done to make the jobs attractive.

This will be great for the people who want those jobs. It would also be great for the people who can find some higher purpose for their lives than doing a job they don't love.

Almost everybody wins.

It was Joseph Campbell who said, “follow your bliss.”

*Actually, the whole quote is, “If you follow your bliss, you put yourself on a kind of track that has been there all the while, waiting for you, and the life that you ought to be living is the one that you are living. Wherever you are- if you are following your bliss, you are enjoying that refreshment, that life within you, all the time.”*

Of course, Joseph Campbell spent the economic depression of the 1930’s reading. He found the depression boring. Quite a guy.

Imagine a book that would show you how to make money easily and effortlessly, so that you could take advantage of your brief time on this spinning globe to follow your bliss- wherever it leads.

Just think of the choices- the things you do and don’t do- because of money. Now think of the things you will and won’t do once money isn’t a factor in your decision.

Big difference?

If you’re an artist, the kind of art you make will change significantly for the better if you don’t have to keep the market in mind, for example.

If you’re a parent, your parenting choices can reflect what’s best for you and your children- and your partner or spouse- instead of what you have to do to make a living.

I'm a songwriter, and I can sure tell the difference when I'm writing a song for public consumption as opposed to when I'm writing a song because I'm a songwriter and I love to write songs.

Speaking of songs, Johnny Paycheck had one called "Take This Job and Shove It."

Imagine a book that would give you the knowledge you need to never have to work at a job again.

Would you sing a verse or two of that song to your boss?

Does that make this book dangerous? I hope so.

I first got really interested in internet marketing when I realized that it was the vehicle I could use to just take the subject of money off the table, when it came to deciding what I was going to do in my life.

For the first 48 years of my life, my decisions were dictated by money. My life was limited by the fact that I didn't have much money, or any way to acquire significant amounts of it.

As musicians go, I was fairly successful. More than 90% of the people who call themselves musicians have to do something else to make money. They make music when they can.

I was a full-time musician. I had (and have) a recording contract with a large European label, a music publishing contract, and I could tour in Europe as much as I wanted. I never had a large following the States, so touring meant flying to Frankfurt, hooking up with my German band, and driving around Europe playing concerts and clubs.

And honestly, the music I was playing wasn't really the music I wanted to play. It was, however, the music people would pay me to play. It was my job.

I also had a home, a beautiful woman to come home to, and children who needed me. They were in Texas, and they weren't leaving.

You can probably see the problem.

The solution presented itself in 2003, when I met Dr. Joe Vitale.

At that time, Joe was one of the most famous internet marketers on the planet. Since then, he's gone on to become a TV and movie star, and many of his books have become best-sellers.

My friend, Bill Hibbler, a former rocker who was building his internet marketing business, discovered that Joe had moved to our neighborhood. He set up a luncheon meeting with Joe and invited me along. Joe was (and is) a blues guitar fan, and Bill figured that the fact that I'd played with Stevie Ray Vaughan and hung out with B.B. King and other famous blues guys would give us something to talk about.

Bill wanted to meet Joe to get internet marketing tips. I was hoping one of them would buy me lunch.

Bill gets credit for suggesting that I trade Joe guitar lessons for marketing lessons. Joe agreed, we made the deal, and my life changed completely. I still owe Joe a lot of guitar lessons, by the way.

Later, over enchiladas and fajitas in a little Mexican restaurant, he asked me, "what do you want out of

life?”

I told him, “Joe, I just want to pay my frickin’ rent.”

That was three years ago.

In the last three years, I’ve made hundreds of thousands of dollars. Paying the rent is no longer an issue.

More importantly, I’ve developed a system that allows me to follow my bliss and, at the same time, make all the money I want to make.

This book will teach you that system. If you read this book and do what it teaches, there’s a very real possibility that you’ll be able to use the information in this book to build your own Portable Empire.

You set your goals. You decide how much is enough.

It’s important for you to understand that you don’t have to stop doing whatever you’re doing to create Your Portable Empire. Whether you’re working a job, running a business, or running a home- or homeless- if you can find an hour or two a day, and a computer with internet access, you’ve got everything you need to succeed..

Imagine yourself free from the job trap. Would that be dangerous?

Imagine a book that can show you how to make money effortlessly and easily, so that you can design a

life based on love, bliss, fun and freedom.

This is that book.

Enjoy.

Thank you,

Pat O'Bryan

Imagine that...

Wimberley, Texas

[www.Patobryan.com](http://www.Patobryan.com)

[www.yourportableempire.com](http://www.yourportableempire.com)

*“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.”* Albert Schweitzer