

BOBBY BOOMER

THE SCIENCE OF **ONLINE** ENTREPRENEURSHIP



SOLVE FOR SUCCESS

Use the principles of Compassionate Capitalism
and AI to build the Ultimate Online Business.

BOBBY BOOMER

The Science of Online Entrepreneurship

*How to Go From Employee Thinking to Ownership, Build With AI,
and Get Paid for What You Already Buy*

A free six-part experience

The Science of Online Entrepreneurship

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Cash Flow Quadrant framework popularized by Robert Kiyosaki. Quotations are credited to their authors. Youngevity is a trademark of its respective owner.

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A Quick Word Before We Start

This book is free. I don't need your money. I need something worth a lot more: a few hours of your attention.

Here's what you're going to get for it:

- **Part 1: Rewire the Mindset.** Why "it's all my fault" is the most freeing sentence you will ever say.
- **Part 2: Understand Leverage.** Why working harder is not the answer, and what the wealthy do instead.
- **Part 3: Choose the Right Vehicle.** Why determination can't save a business model with bad economics.
- **Part 4: Build With AI.** How one person with the right tools can now do the work of a whole marketing department.
- **Part 5: Create Recurring Value.** The quiet engine behind Netflix, Amazon Prime, and your morning coffee.
- **Part 6: Make Your Next Move.** Three honest paths forward, and none of them are required.

And one promise from me: **I'm going to tell you the truth, including the parts that don't sell well.** No hype, no yacht photos, no "make six figures by Friday." If that's what you're looking for, there are plenty of gurus who'll take your credit card. This isn't that.

Let's go.

THE ROADMAP

Six Parts, One Path to Ownership

PART 1

Rewire the Mindset

Own it all. Break the victim trap.

PART 2

Understand Leverage

Stop rowing harder. Get a better boat.

PART 3

Choose the Right Vehicle

Grit can't fix bad economics.

PART 4

Build With AI

One person, a whole marketing team.

PART 5

Create Recurring Value

Get paid again and again.

PART 6

Make Your Next Move

Three honest paths forward.

The Roadmap. The six-part roadmap.

Introduction: You've Gone as Far as You Can Go, Knowing What You Know

My First Business: A Comedy of Errors

Thirty-five years ago, a younger and much more confident version of me sat in a little office, sweating through my shirt. My first business was six months old, and it was circling the drain.

So I called in my mentor, Lefty. (Because no good mentor is named Steve.)

I sat there rubbing my temples and gave him the full performance. Bad timing. Bad economy. My wife wasn't supportive enough. My business partner wasn't pulling his weight. I was expecting miracles while delivering mediocrity, and I was very upset that nobody was handing me the miracles.

Lefty let me finish. Then he said the sentence that changed my life:

"Bobby, you've gone as far in life as you're going to go, knowing what you know. If you want more, you've got to become more."

It landed like a slap. I was the problem. Surprise!

But here's what took me years to understand: **that was the best news I'd ever gotten.** If the problem was what I knew, then my failure wasn't permanent. It was a temporary case of not knowing enough. And that can be fixed.

It's All My Fault. No, Really.

Then Lefty hit me with a second one: **"The first lesson you need to learn is to say, 'It's all my fault.'"**

Every time I blamed my partner, my wife, or the economy, I was handing them my power. If they caused the problem, only they could fix it, and I'd just have to sit there and wait.

The day I finally said "**it's all my fault**" and meant it, I got my power back. If I caused it, I could fix it. Talk about a plot twist.

Why I Wrote This

Fast forward a few decades. I've been the first in my family to go to college, I studied environmental engineering, and **I helped build two companies past \$50 million a year in revenue**. I've launched, scaled, adapted, lost ground, and rebuilt. I've got the scars to prove all of it.

And I kept seeing the same thing. **Most new businesses don't survive their first few years**. The ones that make it aren't smarter or luckier. They know a handful of things the others don't: a way of thinking, a way of choosing what to build, and a way of using leverage so they're not doing everything themselves.

None of it is a secret. Nobody bothered to teach it to you, that's all. School certainly didn't.

That's what this book is.

Why It's Free (The Elephant in the Room)

You're probably wondering what the catch is. Fair question. Here's the honest answer.

At the end of this book, I'm going to invite you to take a next step with me. There are three options, and one of them is a business I'm personally involved in and would love to build alongside you.

But **you don't have to do any of it**. If you read this book, take what's useful, and never talk to me again, I'll still count that as a win. The lessons in here changed my life before any opportunity existed, and they'll work for you no matter what vehicle you pick.

I got tired of "gurus" selling \$15,000 courses and never getting their own hands dirty. A guy once pitched me real estate wholesaling for \$15,000 up front. I told him he was charging too little, and offered him a 50/50 split on my first six deals instead, which could have paid him three times more. He didn't bite. I still don't understand that

one. But it planted a seed: **if your system really works, you should be willing to get in the trenches with the people you teach.**

So that's what I'm doing.

PART 1

Rewire The Mindset

Chapter 1: Wear Your Failures Like Badges

Your Lemonade Stand Was a Business School

Remember the lemonade stand you launched at ten? The dog-walking empire that collapsed after one rainy week? Those weren't silly childhood projects. **They were your first business lessons**, and most of us were taught to be embarrassed by them.

Here's the problem with that. If you're ashamed of failing, you'll avoid anything you might fail at. And everything worth doing is something you might fail at.

So let's flip it. Your fumbled launches, the bad hires, the idea that seemed brilliant at 2 a.m.? **Those are tuition.** You already paid for the lesson. The only way to waste the money is to refuse to learn it.

Accountability: The Friend Who Tells You the Truth

Accountability is like that friend who tells you your dance moves at the office party were a crime, and then drives you home safely.

Lefty never demanded perfection. That ship sailed a long time ago. **He demanded ownership.** Winning isn't everything, he'd say, but learning from every loss is.

When you own a mistake, three things happen:

1. **You get your power back.** You can fix what you caused.
2. **You get faster.** You stop wasting months defending the decision and start fixing it.
3. **People trust you more.** Nothing builds credibility like "that was my call, it was wrong, here's what I'm doing about it."

The Tractor, the Berm, and the Bales

I learned this lesson long before I ever met Lefty.

I was about ten years old. It was alfalfa season on our ranch in Southern New Mexico, a crisp early morning, and my dad asked me to drive the tractor. It was pulling the trailer while he and the workers tossed bales up onto it.

I can still smell that fresh-cut alfalfa. I felt like the luckiest kid alive. **I was helping my dad.**

I kept looking back at the workers to make sure I wasn't driving too fast, and I got lost in it, watching those men working in the fields. Before I knew it, the tractor had veered right over an irrigation berm.

In a panic, I watched the trailer wobble and the bales start tumbling off. So I did what any ten-year-old would do: I yanked the wheel and steered right back over the berm. **That made it worse.** Now it wasn't just bales falling off the trailer. It was the workers, too.

I was so embarrassed. I was certain my dad would never let me drive again.

He walked over, and he didn't yell. **He told me failure isn't fatal. It's how we learn.** Then he put me right back on that tractor and back to work.

Since that morning, I've never seen failure as the end of anything. It's just the lesson that gets you where you're going.

Failure Is a Time Machine

Thomas Edison is usually credited with saying something like, "I have not failed. I've just found 10,000 ways that won't work." Whether he said it exactly that way or not, the idea holds up.

Failure is information. Every failed attempt shows you one more road that doesn't go where you want. The people who win just collect that information faster, and don't take it personally.

So here's your first assignment. Take the failure you're most embarrassed about and ask one question: **"What did this teach me that I couldn't have learned any other way?"** Write the answer down. That's your badge.

Chapter 2: The Victim Trap (and the One Word That Breaks It)

The Excuses I've Heard (and Used)

When people think about starting something of their own, the excuses show up right on schedule:

- "I'm not smart enough."
- "My spouse doesn't support me."
- "I don't have the money."
- "I wasn't born into the right family."
- "My credit is a disaster."

I've heard all of them. **I've said most of them.** Every one might even be partly true. But every single one hands your power to something outside of you.

Our Deepest Fear

One of my favorite movies is *Akeelah and the Bee*. Laurence Fishburne is coaching a young girl from South Los Angeles who's trying to win the national spelling bee. When she starts shrinking back, he has her read a quote on his wall, from Marianne Williamson:

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure... Your playing small does not serve the world."

That's the whole chapter right there. **Most people don't play the victim because they're weak. They do it because being powerful is scary.** If I'm a victim, nothing is expected of me. If I'm powerful, now I have to do something.

Where the Victim Story Comes From

It starts early, and it usually comes from love. Parents protect their kids by explaining why things aren't their fault. As a dad of two, I'm guilty of it too.

Then the rest of the world piles on. **An outrage-driven media and a lot of political messaging, from every direction, work best when you believe someone else is to blame for your life.** A person who feels like a victim keeps watching, keeps clicking, and keeps waiting for someone to rescue them.

I'm not telling you who to vote for. I'm telling you that **nobody who profits from your anger is going to build your future for you.**

A Quick Note on Fairness

Let me be careful here, because this matters. **Real obstacles exist.** Some people start with more than others. Life isn't fair, and pretending it is doesn't help anybody.

"It's all my fault" doesn't mean everything that happened to you was your doing. It means **your response is yours.** You can't control the hand you were dealt. You completely control how you play it.

The Yet-How Method

When Lefty first told me about the Yet-How Method, I thought it was some ancient ritual. He laughed. It's much simpler than that.

Step 1: Add the word "yet."

- "I'm not smart enough" becomes **"I'm not smart enough, yet."**
- "I don't have the money" becomes **"I don't have the money, yet."**
- "I don't know the right people" becomes **"I don't know the right people, yet."**

One tiny word moves you from a fixed situation to a temporary one. The answer isn't "never." It's "not yet."

Step 2: Ask "how?"

Once it's "not yet," your brain wants to know how to get from here to there. "I don't have the money, yet. **How** could I get started with what I have?"

That's it. **Yet, then how.** Try it on your biggest excuse today and watch what happens to the conversation in your head.

FIGURE 1 · PART 1: REWIRE THE MINDSET

The Yet-How Method



Figure 1. Break any excuse in two steps.

Chapter 3: Words, Gratitude, and the Stories You Tell Yourself

You Hold the Pen

We've all had someone's words lift us up or knock us flat. Here's the thing: **the voice you listen to most is your own**, and it's talking all day long.

"I'm not good at this." "People like me don't do things like that." "I always mess this up." Those are just sentences. **Sentences can be rewritten.**

Three tools I use every single day:

1. **Affirmations that are true enough to believe.** Not "I'm a billionaire." Try "I'm learning something every day that moves me forward." Your brain rejects lies, but it will work hard to prove a believable promise right.
2. **Catching the inner critic.** When you hear "I can't," add yet and how. When you hear "I always fail," ask "is that actually true, every time?" It usually isn't.
3. **Gratitude.** Which deserves its own section.

A Grateful Body Can't Hold a Negative Thought

I believe this with my whole heart: **negative thoughts and feelings cannot live in a grateful body.**

My mornings start the same way every day: gratitude and prayer, before anything else. Not because I read it in a productivity book. Because I've learned that the days I start grateful are the days I make better decisions, treat people better, and bounce back faster when something goes sideways.

Try this for thirty days:

- **Write down three specific things you're grateful for** before you look at your phone. Not "my family." Try "my granddaughter's laugh last night."
- **Spend two minutes picturing a goal as already done**, and feel grateful for it.

- **Thank one person every day**, out loud or in writing, for something specific.

It costs nothing and takes ten minutes. **If it doesn't change how you feel in a month, you've lost nothing.**

Gratitude Is a Business Skill

People think gratitude is soft. It isn't.

Richard Branson built the Virgin Group on a reputation for taking care of his people, and his people took care of his customers. Oprah Winfrey has talked for decades about keeping a gratitude practice through a rise from poverty to the top of an industry.

Grateful leaders keep teams longer, keep customers longer, and recover from setbacks faster. That's not fluff. That's retention, and retention is money.

PART 2

Understand Leverage

Chapter 4: The Cash Flow Quadrant and the Big Lie

What Is an Entrepreneur, Really?

People have more definitions of "entrepreneur" than a dictionary can handle. For this book, we only need one:

An entrepreneur solves problems for people, and gets paid for it.

Not finding-your-TV-remote problems (although if you crack that one, call me). Real problems, the kind that keep people up at night. **Solve the biggest problems for the most people, and you win.** That's the whole game.

The Four Quadrants

Robert Kiyosaki, the *Rich Dad Poor Dad* guy, gave us one of the most useful maps I've ever seen: the Cash Flow Quadrant. Every dollar you earn comes from one of four places.

E: Employee. You trade hours for dollars. You don't work, you don't get paid. Want more money? Work more hours or find a boss who pays more per hour. This is the "I live for weekends" quadrant.

S: Self-Employed. Congratulations, you're your own boss! Except you just bought yourself a 70-hour-a-week job. You still trade time for money, and now you also handle the taxes, the stress, and the late invoices.

B: Business Owner. Now you're cooking. You've built a system that works without you doing every task. **You leverage other people, other people's time, and systems.** The business runs when you take a vacation.

I: Investor. Your money works instead of you. Real estate, stocks, businesses, digital assets. **It earns while you sleep.**

The Big Lie

So why are most people stuck in E?

Because of the script we all got handed: **"Go to school, get good grades, get a good job, work 40 years, retire."**

That script isn't evil. For a lot of our parents and grandparents, it actually worked. But it was built for a world with lifetime jobs and pensions, and **that world is gone**. Now AI is automating the kinds of jobs that script was designed to fill.

The script trains you for exactly one quadrant and never mentions the other three exist. That's the lie. Not that jobs are bad. **That a job is the only option.**

It's Not How Hard You Row

Warren Buffett has a line I love: **it's not how hard you row that matters most, it's which boat you're in.**

Picture two people with the same education and the same work ethic. One spends their career rowing in a boat that's slowly sinking. The other picks a boat that's headed somewhere. Same effort, completely different life.

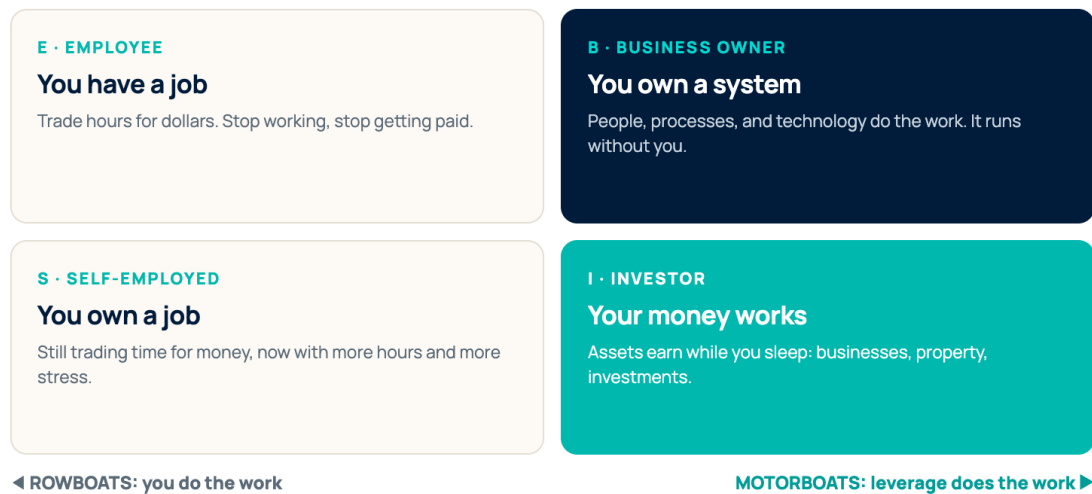
E and S are rowboats. You can row until your arms fall off, and the second you stop, you stop moving.

B and I are motorboats. You still steer, you still work, but the engine does the heavy lifting.

This book is about helping you get into a better boat.

FIGURE 2 • PART 2: UNDERSTAND LEVERAGE

The Cash Flow Quadrant



Framework popularized by Robert Kiyosaki

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Figure 2. Every dollar you earn comes from one of four places.

The Shoreline of Wonder

Here's a picture that humbles me every time. **Imagine your knowledge as an island in an ocean of everything you don't know.** As you learn, the island grows. But the bigger it gets, the longer its shoreline, and the more unknown ocean you're touching.

That's why the smartest people you meet are the most curious. Socrates supposedly said the only thing he knew was that he knew nothing. **Learning never ends**, and that's the fun part.

One warning while you're growing that island: be careful who you learn from. **Anybody charging tens of thousands of dollars for "secrets" should be willing to prove them with their own results**, or better yet, with skin in your game.

Chapter 5: Why Working Harder Is Not the Answer

The Speedboat Dilemma

Now, a caution. When people discover the motorboat idea, some of them jump straight into the flashiest boat at the dock: the get-rich-quick scheme, the crypto tip from a cousin, the course that promises \$10,000 a month by Tuesday.

That's not a speedboat. That's a boat with a hole in it and a very good paint job.

Before you trade up, run every opportunity through four questions:

1. **Is this built to last, or built to hype?** Sustainable growth beats a spike every time.
2. **Am I willing to be patient?** Real results compound. Compounding is slow, then fast.
3. **Am I learning, or just hoping?** If you can't explain how the money is made, don't put your money in.
4. **Who has actually done this?** Find people who've been through the storm, not people selling umbrellas.

Leverage: The Superpower Nobody Explains

The wealthy understand leverage the way the rest of us understand gravity. It's just how the world works for them.

A lever lets you move something far heavier than you could lift alone. **In business, leverage lets you get more done than your own two hands and 24 hours allow.** There are four kinds.

1. Leverage Your Time

You get 24 hours. So does every billionaire. The difference is how many hours are working for them.

- **Delegate.** You don't have to do everything yourself, and you shouldn't. Every task someone else can do at 80% as well frees you for the work only you can do.
- **Automate.** If a task happens more than twice, build a system for it.
- **Stop trading lunch breaks for busywork.** Hours don't make you rich. Hours spent on the right things do.

2. Leverage People

Your team isn't an expense line. **Your team is the engine.**

When I helped build those two companies past \$50 million, I didn't do it by being the smartest guy in the room. I did it by finding people better than me at the things I was bad at, and then getting out of their way.

Even Batman had Alfred. Find your people.

3. Leverage Money (Carefully)

OPM, other people's money, is how most big things get built. Loans, investors, partners. Used wisely, it lets you grow faster than your savings account ever could.

Used badly, it's how people lose their houses. Borrow for things that produce income, not for things that impress your neighbors. And never borrow money you can't afford to pay back if the plan goes sideways.

4. Leverage Technology

This is the one that changed everything, and it's changing again right now.

Twenty years ago, reaching 10,000 people meant a printing press, a mailing list, and a lot of stamps. **Today it takes a phone, a good message, and some patience.** Automation, online stores, and now AI let one person operate like a small company.

Which is exactly why the rules of the game are shifting under our feet.

The Four Levers of Leverage

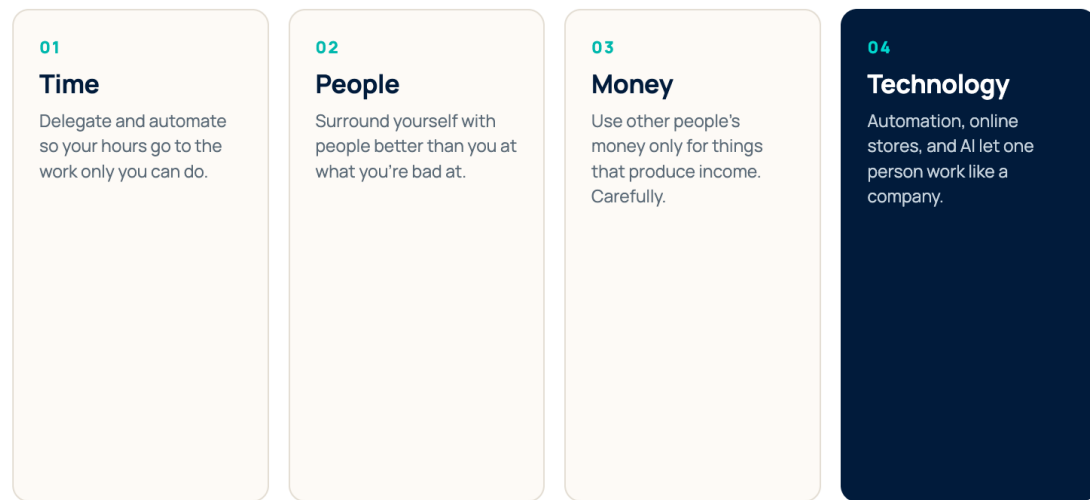


Figure 3. Four ways to get more done than your own hours allow.

PART 3

Choose The Right Vehicle

Chapter 6: Determination Can't Fix Bad Economics

Grit Is Overrated (A Little)

Everybody loves a hustle story. And look, hard work matters. I've never met a successful person who was lazy.

But here's what the hustle stories leave out: **you can work incredibly hard in a business with bad economics and still go broke.** A food truck with a thin margin, a store that depends on one big customer, a service that can only grow as fast as you can personally show up. Determination can't fix math.

So before you pick what to build, look at the vehicle itself.

The Five Things a Great Vehicle Has

When I look at any business opportunity now, I'm looking for these:

1. **Low startup cost.** You shouldn't have to mortgage your house to find out if it works.
2. **Recurring revenue.** Customers who buy again and again, without you having to find them from scratch every month. (That's all of Part 5.)
3. **Products people already use.** Selling something new is hard. Serving a need people already have is much easier.
4. **Systems and support.** You shouldn't have to invent everything yourself.
5. **Leverage.** It has to be able to grow beyond your personal hours.

If a vehicle is missing more than one of these, **it doesn't matter how motivated you are.** Pick a different boat.

FIGURE 4 • PART 3: CHOOSE THE RIGHT VEHICLE

Five Things a Great Business Vehicle Has

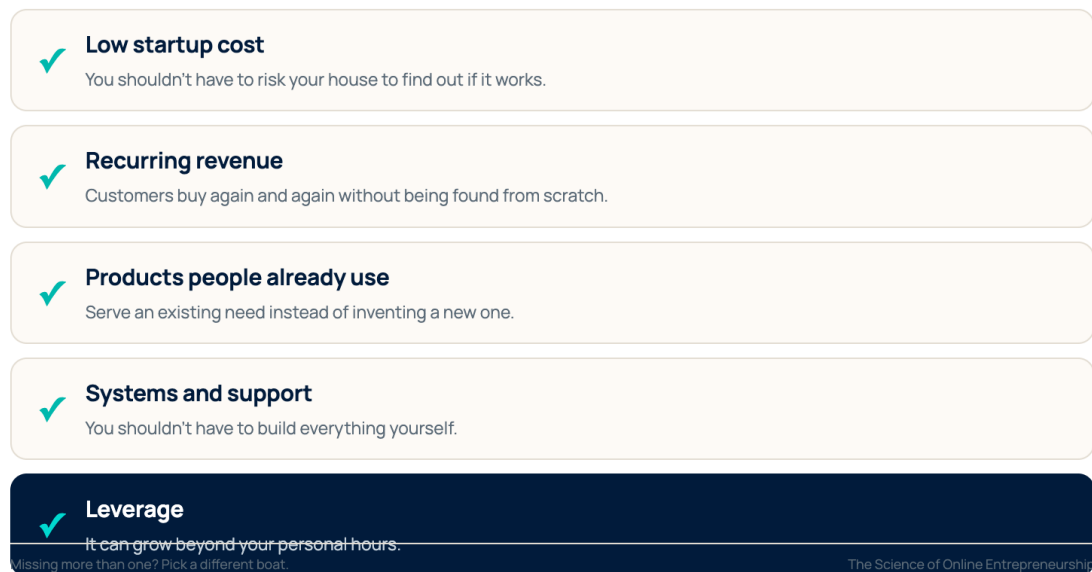


Figure 4. Run every opportunity through this checklist before you commit.

Solve Problems, Don't Chase Money

The best entrepreneurs I know didn't start by asking "how do I make money?" They asked "**what's broken, and who's frustrated about it?**"

Money is a scorecard. It shows up when you solve a real problem for real people. Chase the problem, and the money tends to follow. Chase the money, and you'll end up selling things you don't believe in.

Be willing to adapt, too. Your first idea almost never survives contact with actual customers. **Pivot, test, adjust, repeat.** That's not failure. That's the process working.

Escaping the Box

Society builds a very comfortable box: a steady paycheck, a benefits package, a retirement account you're not allowed to touch for thirty years.

Security in a job is mostly an illusion. Ask anyone who's been laid off at 55. The only security worth having is the kind you build: skills people will pay for, income from more than one source, and assets that work without you.

You don't have to quit your job tomorrow. Most people shouldn't. **Start building on the side, in the hours you already waste.** The box gets a lot less comfortable once you know there's a door.

PART 4

Build With AI

Chapter 7: Meet Your AI Sidekick

The Revolution Is Already Here

Artificial intelligence isn't coming. It's here, and it's already changing who wins.

Here's the uncomfortable part: **AI is going to replace a lot of jobs.** Tasks that used to take a team of people, like writing, research, customer support, data entry, and scheduling, can now be done in minutes by software.

Here's the exciting part: **the same tools are available to you**, for a few dollars a month. For the first time in history, one person with a laptop can do what used to require a marketing department.

That's the opportunity. The people who lose are the ones waiting for someone else to figure it out.

What AI Can Actually Do for You Right Now

Forget the robot movies. Here's the practical list:

- **Write the first draft** of emails, posts, product descriptions, and scripts, so you're editing instead of staring at a blank page.
- **Research in minutes** what used to take days: markets, competitors, what your customers are asking.
- **Answer customer questions** around the clock with chat assistants.
- **Spot patterns** in your numbers that you'd never catch on your own.
- **Run your marketing:** create content, schedule it, and follow up with people automatically.
- **Handle the boring stuff:** scheduling, reminders, data entry, the admin that eats your week.

Think of it like having a sidekick. Sherlock Holmes had Watson. Tony Stark had Jarvis. **You're still the one making the calls.** AI just does the legwork so you can focus on the work only a human can do: building relationships, making judgment calls, and caring about people.

Your AI Sidekick: What It Can Do Today

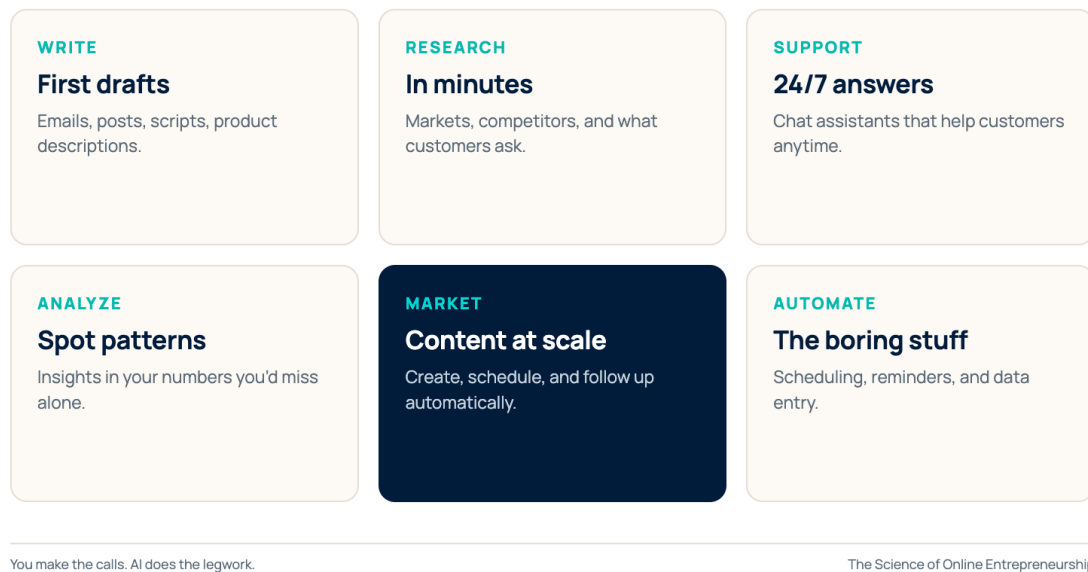


Figure 5. Practical ways AI can work for a small business today.

My Own AI Sidekick Is Named Lefty

I practice what I preach here. I run my businesses with a personal AI agent that acts like a chief of staff, and **I named him Lefty, after my mentor.**

He remembers every project I'm working on. He keeps my priorities straight when I've got too many plates spinning. He drafts content, organizes my notes, reminds me what I promised people, and helps me follow through. He doesn't replace my judgment. **He multiplies it.**

I'm telling you this for a reason. A year ago, an assistant like that would have cost a salary. Today one person can have one. At the end of this book, I'll show you how to get your own.

The Biggest Change: Nobody Has to Be a Marketing Expert Anymore

Here's why this matters so much for what I'm about to show you in Part 6.

For decades, the hardest part of starting any business wasn't the product. **It was marketing.** Finding customers, getting in front of the right people, and doing it

consistently enough to matter. Most new business owners, and especially most people in network marketing and affiliate programs, fail right there. They have a good product and no idea how to get anyone to see it.

AI-generated content and AI-driven campaigns change that equation.

When content can be created and distributed at scale, and advertising can find people who are already looking for what you offer, the new business owner doesn't have to be a natural salesperson anymore.

That's not magic, and it's not a guarantee. You still need a good product, a real message, and the patience to let it work. But **it removes the biggest wall that has stopped ordinary people for decades.**

A Word of Caution

AI is a powerful tool, and powerful tools can hurt you.

- **Check its facts.** AI can sound very confident and be completely wrong.
- **Be honest about it.** If content or video is AI-generated, say so. Trust is the whole business.
- **Keep your heart in it.** The tools change constantly. Your values, your story, and your care for people are what make anyone want to work with you.

PART 5

Create Recurring Value

Chapter 8: The Quiet Engine Behind Every Empire

Netflix and the Magic of Small Payments

Think about Netflix for a second. Nobody sits down and decides to spend a few hundred dollars a year on it. They pay a small amount each month, and they barely notice.

Multiply that small amount by hundreds of millions of people, every single month, and you've got one of the most valuable companies on earth.

Spotify does it. Amazon Prime does it. Your phone company does it. The model is the same: **get paid a little, over and over, instead of a lot, once.**

Why is that so powerful? Because a one-time sale means you have to find a brand-new customer tomorrow. **Recurring revenue means last month's customers are still paying you this month**, and every new customer stacks on top.

FIGURE 6 • PART 5: CREATE RECURRING VALUE

One-Time Sales vs. Recurring Customers

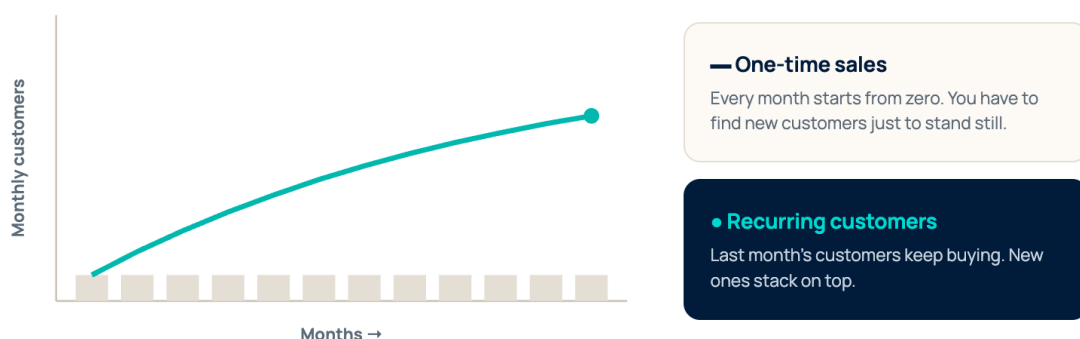


Illustration only: same number of new customers each month, most staying on. Not actual results.

The Science of Online Entrepreneurship

Figure 6. Why repeat customers compound. Illustration only, not actual results.

Consumables: The Things People Never Stop Buying

Subscriptions have a cousin that's even older: consumables.

Coffee. Vitamins and supplements. Toothpaste, laundry soap, shampoo. **The stuff you use up and buy again**, month after month, whether the economy is booming or not.

Nobody cancels coffee in a recession. **People might skip a vacation, but they still restock the kitchen.** That's why businesses built on consumables tend to hold up when others get crushed.

So here's the question that changes everything once you ask it:

You're already spending money on consumables every month. Who's getting paid for that?

Right now, the answer is some big-box store or a giant online retailer. Hold that thought. It's the whole point of Part 6.

From Ownership to Access

One more shift worth understanding. Uber doesn't own cars. Airbnb doesn't own houses. **They built platforms that connect people who have something to people who need it**, and took a small cut every time.

The lesson isn't "go build the next Uber." The lesson is that **the biggest opportunities today come from connection, convenience, and repeat behavior**, not from owning the most stuff.

Put it all together and you get the recipe for a strong online business:

1. **Products people already buy** (consumables),
2. **delivered on a repeat schedule** (recurring),
3. **through an online store that runs without you standing in it** (leverage),
4. **with marketing that can scale** (AI).

PART 6

Make Your Next Move

Chapter 9: The Ultimate Online Business: Swap the Shop

Get Paid for What You Already Buy

Here's the simplest idea in this whole book.

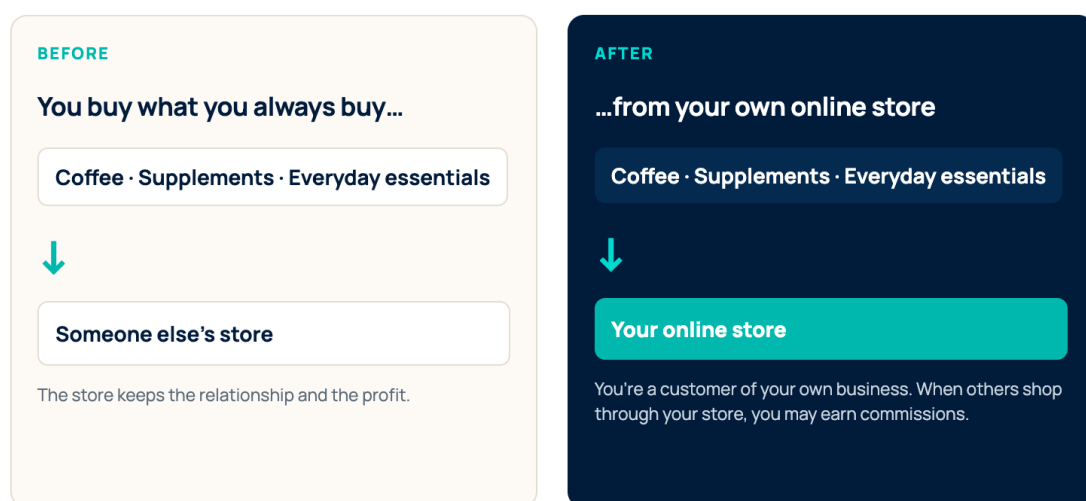
Every month, you buy coffee, supplements, and household products. You'd buy them whether you owned a business or not. **Swap the Shop** means changing *where* you buy them: from someone else's store to **your own online store**.

That's the concept behind the Ultimate Online Business I'm building with a partner company called **Youngevity**, which sells consumables like coffee, nutritional supplements, and everyday wellness products through independent distributors.

When you shop through your own store, you're a customer of your own business. **When other people do the same thing through your store, you can earn commissions on what they buy.** And when people you introduce start stores of their own, the compensation plan can reward you for helping them grow.

FIGURE 7 • PART 6: MAKE YOUR NEXT MOVE

Swap the Shop



Earnings are not guaranteed. See the disclaimer at the end of this book.

The Science of Online Entrepreneurship

Figure 7. Changing where you buy, not what you buy.

Let's Talk About the Elephant: Yes, This Is Network Marketing

I'm not going to dance around it. **This is a direct-selling model, sometimes called network marketing.** Some of you just rolled your eyes, and I understand why.

Here's the honest truth about that industry: **most people who join a network marketing company earn little or nothing.** The model has proven it works for people who put in real, consistent effort. But the vast majority of new distributors never make it.

I've spent a lot of time on *why*, and I don't think the problem is the products or the model. **The problem is that most new distributors don't know how to market.** They get a starter kit and a pep talk, and then they're told to go bug their friends and family. No wonder most of them quit.

That's the exact wall I'm trying to knock down. Everything in Parts 1 through 5 (the mindset, the leverage, the right vehicle, the AI, the recurring value) is designed so that **people coming in don't have to become pushy salespeople to have a real shot.**

What Makes This Different

Here's what I'm putting on the table:

- **A working, duplicatable website from day one**, so you're not trying to build technology from scratch.
- **Marketing support powered by AI**, including content and campaigns designed to reach people who are already looking for an opportunity like this, through my agency, LuckyRock AI.
- **Me, in the trenches with you.** Not selling a course and disappearing. Building alongside you.

What I Will Not Promise You

I won't tell you what you'll earn. Nobody honest can.

Your results depend on your effort, your consistency, your market, and factors nobody controls. Some people will build a meaningful income. Many will earn a modest amount, or nothing. Anyone who promises you a specific number, a specific timeline, or a "guaranteed" payback is telling you what you want to hear.

What I can promise is this: **you'll get real tools, honest answers, and a partner who actually wants you to win.** Before you spend a dime, read the Youngevity income disclosure, ask me every hard question you've got, and make sure it fits your life.

Chapter 10: No One Is Coming to Save You (and That's Good News)

The Wake-Up Call

We all secretly hope someone will swoop in and fix things. The government. The company. A lucky break. A caped hero.

Here's the truth: **there's no bat signal**. Nobody's coming. The responsibility for your future sits right where Lefty told me it sat thirty-five years ago: with you.

That sounds heavy. **It's actually freedom**. If nobody's coming to save you, then nobody gets to decide your limits either. You're the author of the next chapter.

Compassionate Capitalism

Here's what I believe, and why this whole thing exists.

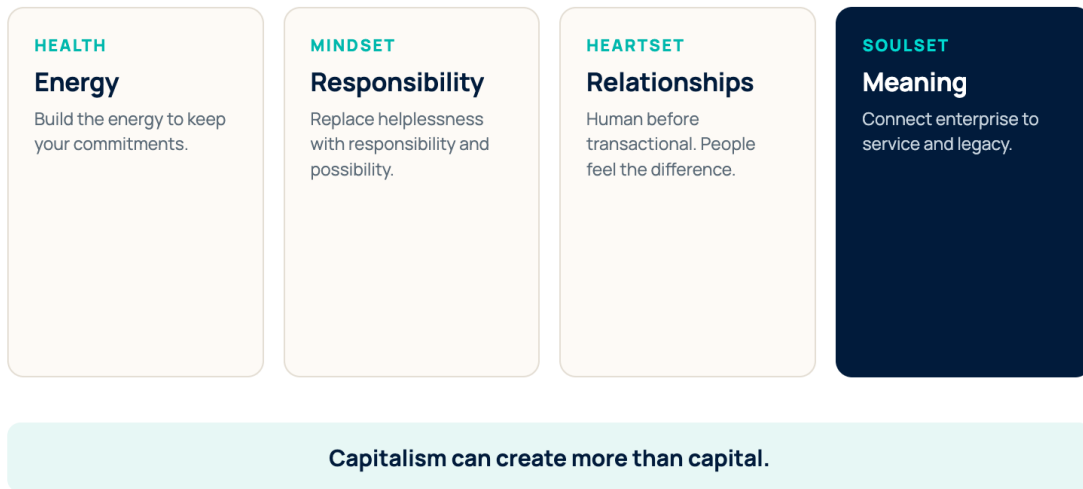
Capitalism can create more than capital. Business done right creates dignity, opportunity, ownership, and progress that reaches far beyond the founder. That's what I call **Compassionate Capitalism**.

It's built on four foundations:

- **Health**. Build the energy to keep your commitments. You can't build anything lasting if you're running on empty.
- **Mindset**. Replace helplessness with responsibility and possibility. (That's Part 1.)
- **Heartset**. Build relationships that are human before they're transactional. People can feel the difference.
- **Soulset**. Connect what you do for money to meaning, service, and legacy.

FIGURE 8 • COMPASSIONATE CAPITALISM

The Four Foundations



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Bobby Boomer

Compassionate Capitalism. The foundations of Compassionate Capitalism.

Your Blueprint

1. **Stand up straight.** Decide you're a builder, not a bystander.
2. **Know your strengths.** Maybe you're great with people, with words, with numbers, with systems. Lead with that.
3. **Find your people.** Nobody builds alone. Surround yourself with others who share the vision and hold you accountable.
4. **Do business the right way.** Honest claims. Fair treatment. Products you'd give your own family. If you have to hide how you make money, don't make it that way.
5. **Take the first step.** Not the whole staircase. Just the first step.

Consumer to Owner

Every dollar you spend is a vote for the kind of world you want. **Compassionate Capitalism asks you to move from being a passive consumer to an active owner:** of your time, your purchases, your skills, and your future.

For some of you, that means joining a community of people learning to think this way. For some, it means starting an online business. For some, it just means changing how you spend Monday night. **All of those count.**

Chapter 11: Building a Legacy

What Will They Say About You?

I've got two amazing kids and four grandkids who are the lights of my life. When I think about legacy now, I don't think about a bank balance. **I think about what they'll remember about how I lived.**

A legacy isn't fame. It's **the values, the habits, and the opportunities you leave behind** for the people who come after you.

It's built from a few things:

- **Vision.** Picture the world you want to leave, then take deliberate steps toward it.
- **Courage.** Push past comfortable. Every legacy worth having required someone to take a risk.
- **Heart.** Lift others up. Mentor. Give generously.
- **Joy.** Keep your sense of humor. Your grandkids will remember your laugh longer than your résumé.
- **Giving back.** Use your success to open doors for others, especially the ones who started with less.

Start Today

Here's the question I want you to sit with before you close this book:

What kind of legacy do you want to leave, and what are you going to do today to start building it?

Not someday. Not when the kids are grown or the timing is perfect. Lefty was right: **you've gone as far as you're going to go, knowing what you know.**

You know more now.

So let's go become more. Together.

Your Next Step: Three Ways to Keep Going

You finished the book. Most people who start never do, so that already says something about you.

Now it's decision time. **There's no single right next step**, and none of these are required. Pick the one that fits where you are today.

YOUR NEXT STEP

Three Ways to Keep Going

BELONG

Compassionate Capitalists Community

Join on Skool for \$19.99 a month, including a step-by-step module to install your own AI agent.

bobbyboomer.com/community

CLARIFY

Strategy Conversation

Talk through your goals and questions with a real person. No pressure.

bobbyboomer.com/strategy-call

BUILD

The Ultimate Online Business

See exactly how it works and what's included before you commit.

bobbyboomer.com/partner

Pick one. Take it today.

The Science of Online Entrepreneurship

Your Next Step. Pick one path and take it today.

Path 1: **BELONG.** Join the Compassionate Capitalists Community (Free)

For you if: you want to keep learning, stay accountable, and surround yourself with people who believe business should lift people up.

The Compassionate Capitalists community lives on **Skool**, and it's where the lessons in this book keep going: ongoing training, real conversations, accountability, and encouragement from people walking the same road.

Joining is free. No card, no catch. Come in, meet people, and see whether these are your people before you spend a dollar.

From there, two doors open if you want them:

\$20 a month adds the AI agent build. This is a module where I walk you, step by step, through installing your own personal AI chief of staff, just like my Lefty. Set up around your goals, to help you remember what matters, stay organized, create content, and follow through. No tech background needed. If you can follow along with a video, you can do this.

\$99 a month is VIP, where we work together on what you're building. A seat at the table, not a promise about what you'll earn.

Let me be straight about the AI part, because that's how I do things. **Your AI agent won't run a business for you, and it won't make you money on its own.** What it will do is make you a lot more effective at everything you decide to build. That's the same reason I use mine every single day.

Join here: bobbyboomer.com/community

Path 2: CLARIFY. Schedule a Strategy Conversation With Me

For you if: you've got questions, you're not sure which path fits, or you want to talk through your situation with a real person.

This is a focused conversation about your goals, what you've already tried, and whether any path makes sense for you. **No high-pressure pitch.** Bring your real questions and your real constraints, and leave with a clearer next step, even if that step is "not right now."

Book your call here: bobbyboomer.com/strategy-call

Path 3: BUILD. Start Your Ultimate Online Business

For you if: you're ready to put Parts 1 through 6 into action and build an online business around products people already buy, with AI-powered marketing and a partner in the trenches.

You'll see exactly how it works and what's included **before** you commit to anything.

Explore the partnership here: bobbyboomer.com/partner

Here's Exactly What to Do Right Now

1. **Pick one path.** Just one. Don't overthink it.
2. **Type the link into your browser** (or click it, if you're reading on a screen).
3. **Take the step today**, while what you just read is still fresh. The version of you who closes this book and waits until Monday is the version Lefty was talking about.

P.S. If you skipped straight to the end (I see you, and I respect it), here's the whole book in one sentence: **you've gone as far as you can go knowing what you know, so learn to think like an owner, use leverage and AI instead of just working harder, build around things people buy again and again, and don't do it alone.** Want to keep going with people who get it? **Join the Compassionate Capitalists community free at bobbyboomer.com/community.** Not sure yet? **Book a free strategy conversation at bobbyboomer.com/strategy-call** and we'll figure it out together.

P.P.S. Rather listen than read? The full course is on Spotify: **The Science of Entrepreneurship Podcast.** Find it at open.spotify.com/show/2bNOBvrlT7rOucqovcTsia

Earnings and Results Disclaimer

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